

Austria	Sch. 15	September	Rp 2000	Portugal	Esc 65
Belgium	Bel. 0.85	July	1.1100	S. Africa	Rp 6.00
Bulgaria	Lev. 25		1.7650	Singapore	S\$ 4.10
Cambodia	Cs\$ 5.50	January	Frs 5000	Spain	Ps 0.95
Cyprus	Mill. 600	January	Frs 5000	Sri Lanka	Rs 20
Denmark	Dkr. 7.50	January	Lebanon	£ 1.00	
Egypt	£ 1.75	January	Lebanon	£ 1.00	
Finland	Fr. 4.25	January	Lebanon	£ 1.00	
Germany	DM 2.75	January	Lebanon	£ 1.00	
Iceland	Fr. 1.50	January	Lebanon	£ 1.00	
Italy	Rp. 12	January	Lebanon	£ 1.00	
Malta	Rp. 12	January	Lebanon	£ 1.00	
Montenegro	Fr. 2.75	January	Lebanon	£ 1.00	
Portugal	Esc 65	January	Lebanon	£ 1.00	
Spain	Ps 0.95	January	Lebanon	£ 1.00	
Sweden	Fr. 1.50	January	Lebanon	£ 1.00	
U.S.A.	£ 1.00	January	Lebanon	£ 1.00	
U.S.A.	£ 1.00	January	Lebanon	£ 1.00	

FINANCIAL TIMES

EUROPE'S BUSINESS NEWSPAPER

No. 29,123

Reagan's thunderbolts
of the
future, Page 18



Monday September 19 1983

NEWS SUMMARY

GENERAL

Gromyko absence 'a ploy' says U.S.

BUSINESS

China in Australia mine deal talks

U.S. officials in Washington believe the decision by Soviet Foreign Minister Andrei Gromyko to cancel his trip to the United Nations General Assembly in New York is a propaganda play and a sign of Soviet embarrassment after three UN setbacks.

Senior State Department officials say there is no diplomatic or political substance to the Soviet decision.

Mr Gromyko will be missing a General Assembly session for the first time since he became Foreign Minister in 1957. The decision follows the U.S. withdrawal of landing rights for the Soviet airline Aeroflot in the wake of the Soviet shooting down of the South Korean jet. Page 2

British Socialist Euro-MP Richard Caborn is to ask the European Community foreign ministers whether the UN headquarters should be moved from New York to a neutral country.

Swiss buzz airiner

Swiss military aircraft intercepted a Bulgarian airliner which entered Swiss air space without prior notification - and allowed it to continue its flight from Bratislava, Czechoslovakia, to Brest, France.

Pakistan to protest

Pakistan says it is to protest to the United Nations after Afghan jets dropped eight bombs on a village near Peshawar, killing one man. Page 2

China admitted

China was admitted to the World Energy Conference in New Delhi after a three-hour debate by delegates.

Spacecraft burns up

Soviet cargo spacecraft detached after servicing space station Salyut-7 for nearly a month, burnt up in Earth's upper atmosphere.

Black Miss America

Vanessa Williams, Miss New York, aged 20, a theatre student, was chosen as the first Black Miss America in 62 years of the contest.

Mac's final years

Mac Tastey's final years were marked by a 'devilish' change in the Chinese leader, caused by a brain disease, says veteran U.S. political writer Theodore White. He has been in touch with aides of Mac.

Convicts at large

Twenty-five of the 38 convicts who escaped from Tournai prison, Belgium, during a 'wards' strike on Friday were still at large last night.

'Hijack' escape

Nine Poles who fled to West Berlin in a flying school plane avoided being shot down by Soviet fighters by saying the aircraft had been hijacked.

Ulster supergrass

Scientists in Ulster have produced a new supergrass, loved by cows, resistant to poison weedkiller paraquat, and which keeps down weeds itself.

Soccer sorcery ban

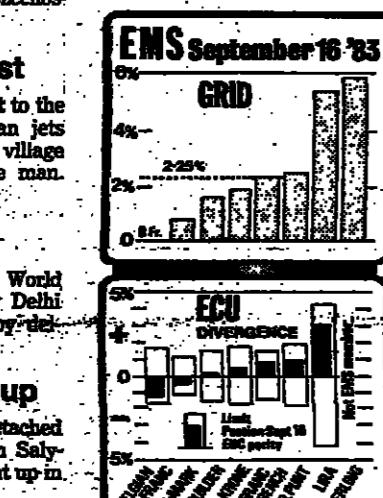
Swaziland's national football association has banned the use of witchcraft.

Briefly...

Italian and his German wife were killed when their car ran into a U.S. Army tank near Fulda, West Germany.

Three American climbers died on the Swiss mountain Matterhorn, and one is missing.

St. Kitts-Nevis becomes independent from the UK today.



U.S. and Syria move closer to direct conflict in Lebanon

BY PATRICK COCKBURN IN BEIRUT, LOUIS FARES IN DAMASCUS, ANATOLE KALETSKY IN WASHINGTON AND PAUL BETTS IN PARIS

The U.S. and Syria moved closer to a direct conflict in Lebanon over the weekend as Damascus responded to the U.S. naval bombardment of artillery positions within Syrian controlled areas of Lebanon by threatening to shell U.S. naval vessels.

Syria yesterday ordered its troops in Lebanon to back up its decision on Saturday to allow them to return fire if U.S. ships repeated shelling of Syrian-held areas. Officials in Damascus said orders had been given "to return any shellings

off the Lebanese coast, but report from Washington yesterday quoted a marine spokesman in Beirut as saying that the weekend shelling was an attempt to silence guns which had also "endangered the lives" of Americans working in the Lebanese Defence Ministry and at the U.S. Ambassador's residence.

He said that the protection of the 12 U.S. warships and 90 aircraft stationed in Lebanon "extends to all Americans" in Beirut as well as the multi-national peacekeeping force and the U.S. diplomatic mission.

In the past the U.S. suggested that it would return fire only if its peacekeeping forces in Lebanon came under attack. But the marines now interpret their role as covering "all civilian and military personnel assigned to the Lebanese Government," Major Robert Jordan, the marine spokesman, said.

He also confirmed that the weekend shelling had been directed for the first time at parts of the country under Syrian control.

Gen Paul Kelly, Commandant of the Marine Corps, denied that there had been any escalation in the U.S. military role but added that it was

essential for the U.S. to support the Lebanese Government in the current military crisis. It would be "close to criminal" to withdraw the marines at this critical point, despite the fact that their lives were in danger, he said.

There has been growing concern expressed in the U.S. Congress about the gradual extension of U.S. military activity in Lebanon. The weekend shelling is likely to put further pressure on President Reagan to define his military objectives more explicitly and may encourage the passage of resolutions under

Continued on Page 20

British plan for EEC stresses need for competitive industry

BY JOHN WYLES IN BRUSSELS

A STRATEGY for future EEC development which gives top priority to achieving industrial competitiveness through Community-wide cooperation has been proposed by the UK. The strategy also calls for more effective policies on competition and energy.

The British ideas, which have been sent confidentially to other member governments, overlap with similar proposals circulated by France. Both documents will be referred to in discussions among Community foreign and finance ministers tomorrow as they search for agreements by early December on the reform of Community finances and the development of new policies.

The British strategy paper is both a political statement and an expression of priorities. Mrs Thatcher's Government hopes that it will be seen as a convincing demonstration that the UK is interested in developing the EEC as in securing a balance to its budget payments.

Nevertheless, financial preoccupations determine Britain's approach to the future. In choosing between Community or national action, the Community approach it says, should suggest itself where "more can be achieved, or can be achieved more economically."

Sir Geoffrey Howe, the Foreign Secretary, is likely to point out to his colleagues tomorrow that the paper brings together many of the positions the British are already taking on specific policy issues. But it also contains evidence of some new thinking on industrial strategy

which reflects the government's belief in deregulation and the need to administer competition policy so that the creation of larger and more efficient enterprises is not discouraged.

The Community's priorities for the next decade, says the paper, must be the development of an industrial sector able to compete with the U.S., Japan and the newly industrialised countries.

The UK believes the Community's contribution should be made by fostering a "concerted" approach to research and development; by aiding the removal of legal and administrative impediments to the formation of European companies able to compete in world markets; and by sponsoring co-operation in new technologies.

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Whereas France wants new EEC tariffs to be raised in protection of infant, high-technology industries, which are seen as inadequate, and by focusing attention on Sir Geoffrey Howe's proposal for a "safety net" on payments.

This is based on two principles: poorest member states should always receive more from the budget than they pay in and all other member states should have a ceiling placed on their total net contributions to the EEC budget. The ceiling would relate to national gross domestic product.

The paper is also much less cautious than its French counterpart about the necessity of co-operating with the U.S. and Japan "on terms of dependence but of fruitful exchange and innovative inward investment."

More predictably, the British stress the need for a Community solid fuels policy; for environmental

action to eliminate lead in petrol; for a solution to acid rain problems; and for more determined action to open up the internal market and to remove non-tariff barriers.

On the external front, the UK is putting an impressive emphasis on the need for the Community to speak with "a coherent voice" - backed when necessary with a perceived willingness to act in defence of its interests.

As well as looking to the next decade, ministers will return to more immediate problems tomorrow when they discuss the financing of the EEC and how to provide a permanent solution to the British budget deficit.

Current British tactics are aimed at finding off-props - such as Denmark's convergence fund - which are seen as inadequate, and at focusing attention on Sir Geoffrey Howe's proposal for a "safety net" on payments.

It is the first time China has publicly emphasised the missile question in the context of the normalisation talks, in which it is also demanding an end to Soviet backing for Vietnam in Kampuchea and the Soviet occupation of Afghanistan.

In the past China has always insisted the general issue of Moscow's estimated 1m troops positioned along its borders.

The People's Daily commented that the Sino-Soviet talks are due to resume in Peking - and only a day after the end of a visit to Peking by the Soviet Deputy Foreign Minister, Mr Kapitsa.

The paper said Mr Andropov's promise to "liquidate" and not move to the Far East any SS-20s dismantled after the Geneva talks was "a step forward, but inadequate."

It said the Soviet Union must "considerably reduce its missiles deployed in Asia" if it wanted to mend relations with China. Western defence analysts believe there are 106 SS-20s already positioned in Soviet Asia.

"By failing to limit and reduce the number of its nuclear missiles de-

China calls for cut in SS-20 sites on border

BY MARK BAKER IN PEKING

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WORLD TRADE NEWS

Australians offer China share in mining ventures

BY MARK BAKER IN PEKING

FIVE AUSTRALIAN mining companies have offered to the Chinese either a share in existing iron ore ventures or partnership in opening a new mine. Officials of BHP, Hamersley, CSR and CRA have visited Peking to offer substantial shareholdings in their existing iron ore operations, and the Goldsworthy company has offered to start a new mine, according to Jing Shuping, director of the China International Trust and Investment Corporation (Citic).

A team from China's Ministry of Metallurgical Industry will visit Australia soon to discuss the offers, which Jing says could involve China taking a seat on the board of one of the companies. "There is a 49 per cent limit on foreign investment in Australian companies and foreigners are not allowed a management function, but a board position is a possibility," he said.

Pakistan road order may go to Hong Kong

BY ANTHONY McDERMOTT IN GENEVA

HONG KONG—A consortium of nine Hong Kong-based companies is expected to win contracts worth \$640m (£423m) to construct a second carriage way for a 950-mile road from Karachi to Peshawar in Pakistan.

The Pakistan Government is expected to award contracts totalling \$1.4bn early next month, according to Mr Toufic Gulam Yasin, managing partner of Traders and Contractors, a Pakistan company which expects to win contracts worth \$160m on the project.

Finances for the project will involve raising two syndicated loans for a total of \$1.1bn. Mr Toufic said. The Pakistan Government will provide \$500m and the World Bank \$100m.

National Westminster Bank is lead managing the project, which is due to be signed in November, he added.

The companies in the Hong Kong based consortium are Anderson Asphalt, DSI, Elton-Arts Drafting Services, Hung Mai Construction Co, Kier International, Marples Ridgeway, Mansell Consultants Asia, Modern (International) Plant and Machinery, and Wilbur Smith and Associates. Reuter

China is considering making an overseas bond issue of more than \$300m (£20m) to cover the cost of investing in iron ore mining—either in Australia or Brazil—and to pay for internal development projects.

The Chinese see direct investment overseas as a way of securing long-term supplies of high-grade iron ore at stable prices, and of gaining experience in international dealing.

The idea of Australian investment was first raised publicly in March this year by Zhao Ziyang, the Chinese Premier. Jing travelled with Zhao on his official visit to Australia in April to discuss the issue with Australian mine companies.

The Australian Government is believed to be actively supporting China's interest.

Jing said that as well as the five Australian companies, a number of Brazilian companies

had offered investment deals. There was argument within various departments of the Chinese Government over whether it would be better to buy into an existing mining company or invest in a new mine, and about how much should be invested.

Citic favours taking a 10 or 15 per cent stake in one of the Australian companies. Such an investment could be funded through "investment trust certificates" or bonds which China is considering issuing to Chinese living in Hong Kong, Macau and other places.

A first issue of between \$30m and \$50m was being contemplated, primarily to pay for internal projects.

Jing said China was keen to invest in a range of raw materials supplying companies overseas. There were plans for investment in Canadian paper pulp and also fertilisers in a number of countries.

Brazilian soya and maize sales attacked

By Andrew Whitley in Rio de Janeiro

BRAZILIAN commodity traders will be in the soya oil and maize markets this week, not in their usual role as major exporters but as importers seeking to make up for worse-than-expected domestic harvests and over-selling in the first half of the year.

There is growing public criticism of the way in which Brazil, the world's second largest commodity exporter, sold the maize and soya in exceptionally large quantities when the world price was low and is now faced with the need to buy back when the price is high.

One leading Brazilian commodity trader sold 600,000 tonnes of maize to Spain at \$85 a tonne earlier in the year, 50 per cent below the normal market price. On a national scale, over \$50m in potential export revenue has been lost.

In an effort to boost exports at all costs, the first half of the year is to improve the overall balance of trade and achieve the 1983 IMF-imposed target of a \$6bn (£4bn) surplus. Brazil appears to have thrown normal market caution to the winds.

Latest soya shipment figure show the dramatic jump in this year's export volume before the Government clamped down at the end of August.

Soya bean shipments of 1.52m tonnes to mid-September were 250 per cent up on the same period last year, while soya oil shipments of \$25,000 tonnes were 20 per cent up.

Wherever possible, the soy oil companies are likely to try to roll over 1983 export contracts into the next marketing year, commencing in February, rather than using up scarce foreign exchange to buy back soya products at prices much higher than when they were sold. But a certain volume of physical imports of soy oil is inevitable.

On Wednesday, the Brazilian Government formally authorised the import of soy beans and products as well as maize.

In a parallel action, CACEX, the foreign trade authority, has blocked the export of an estimated 250,000 tonnes of soy oil.

The Agriculture Ministry estimates that Brazil will have to buy 700,000 tonnes of maize by the end of the year, costing \$95m at today's prices.

Canute James examines the economic arm of Reagan's regional policy

Caribbean eyes U.S. free market

SEVERAL Caribbean countries, their economies depressed by reduced earnings from traditional exports, are hoping to take advantage of President Ronald Reagan's Caribbean Basin initiative to increase their trade with the U.S. over the next 12 years.

The Reagan initiative is designed to benefit politically favoured countries in the region. It offers beneficiaries 12 years duty-free access to the U.S. market for a range of exports excluding such items as textiles and clothes, footwear and other leather goods, petroleum products and tuna fish.

The plan is the economic arm of the Reagan Administration's Central American and Caribbean policy under which it is hoped that by giving economic assistance to the weak countries of the region, the U.S. will ensure internal stability and contain what it sees as spreading Soviet influence.

Nicaragua has been excluded from the initiative, but the 13 members of the region's English-speaking Caribbean Economic Community have asked the U.S. to ensure that all members be made beneficiaries after indications that

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WORLD TRADE NEWS

FT LAW REPORT

Michael Donne looks at Rolls-Royce's development plans

Gambling on the rewards of progress

ON THE windswept expanse of the British Defence Ministry's test firing range near the mouth of the Thames a new structure stands out against the skyline.

It is a giant gantry, from which is suspended a Harrier jump-jet fighter, and the sound of its engines echoes across the range as engineers from Rolls-Royce seek new knowledge to build into future generations of fighter aircraft.

Dreadful though it is, it is only a small part of Rolls-Royce's £400m (\$800m) a year outlay on research and development, designed to keep the company abreast of the fierce and growing competition in the world of civil and military aero-engine business.

Of that spending, about £130m is Rolls-Royce's own money, and the rest comes from the Ministry of Defence or other Government departments for various civil and commercial engine programmes.

With total world markets of £700m for civil engines and a broadly similar sum for military engines forecast over the next 15 years - of which Rolls-Royce believes it can win about 20 per cent - the company's research and development activities are expanding.

The Shoeboxness facility is only part of one specific programme - designed to develop a supersonic version of the Pegasus engine in the Harrier jump-jet, which in turn can be developed into a supersonic Short Take-Off and Vertical Landing (STOVL) fighter for the 1990s.

Fuel now accounts for 28 per cent of an airline's operating costs, and this figure is likely to rise. But to achieve a 1 per cent improvement in fuel economy in a civil airliner engine can cost £50m.

In the big gantry, Rolls-Royce is testing an idea called "plenum chamber burning," or PCB, which is a means of burning extra fuel in the front nozzles of a Pegasus to get the big increases in power needed for supersonic flight.

The project is part of a major venture in which both British Aerospace and McDonnell Douglas of the U.S. are also involved on the airmen's design.

Programmes of comparable scope are being undertaken in other engine fields. On the civil side, Rolls-Royce is now working on two new "demonstrator" engines, designed to help gain new knowledge to improve the fuel consumption of its big RB-211 engines, as well as to reduce noise.

One such demonstrator will run on the test-bed for the first time late this year, to test new ideas for the hot "core" of an engine. The other will run early next year, to test ideas for improved turbines and general propulsion efficiency.

The knowledge gained will be progressively built into new versions of the company's civil engines in the years ahead. The cost of

engine may show as much as 13 to 15 per cent lower fuel consumption than the C version.

Much of the new knowledge stemming from these research programmes will be built into the new international aero engine - the IAE-2500 - that Rolls-Royce is now planning with Pratt & Whitney of the U.S., and engine companies in Japan, Italy and West Germany.

Another major feature of the Rolls-Royce research effort is to develop specific "cores" - the hot parts of any engine - that can be turned eventually into a wide range of new power-plants.

Two such ventures now under way are the RTM-322, primarily a helicopter engine, and the RB-401, an engine for small business jet aircraft.

The RTM-322 is initially intended to power the new Anglo-Italian (Westland-Agusta) EH-101 civil and military helicopter. But the basic RTM-322 core can be used to develop both turbo-propeller and turbo-fan jet engines for small aircraft such as military trainers or executive jets.

The RB-401 as yet has no specific application, but it can be developed into small jet engines for both civil and military use, for example as an eventual replacement for the Adour engine which currently powers the RAF's Hawk trainer and light combat aircraft.

Both the RTM-322 and RB-401 could also have applications in

ground-based industrial and marine roles.

The company has also become interested in "prop-fans" - big propellers looking more like those on ships than on aircraft - driven by new types of engine. Rolls-Royce has been discussing possible developments with propeller manufacturers and aircraft companies.

Rolls-Royce is particularly close to Boeing in this field, passing on much of its knowledge to the U.S. company to incorporate into possible future airliner designs.

This work is still in its earliest stages, but Rolls-Royce believes that the savings in fuel by using a prop-fan could amount to between 20 and 40 per cent compared with today's jet engines.

On the military side, apart from the work on the Pegasus, Rolls-Royce is working on a derivative of the RB-199 engine (used in the Tornado combat aircraft) which may eventually be used in a new British fighter, the Agile Combat Aircraft (ACA).

This is a collaborative venture with the West German and Italian aero-engine industries, through the Turbo-Union company which builds the RB-199.

But at the same time, Rolls-Royce has an "advanced core military engine" (ACME) programme of its own under way, comparable to the "civil demonstrators" mentioned earlier, designed to widen its knowledge across the entire range of military powerplants.

Zimbabwe and the property of 'an enemy of the state'

BY JUSTINIAN

AMID the welter of comment about the exequatur and re-detention of the six Zimbabwean Air Force officers (two of whom were released so long as they left the country) little or nothing has been said about the powers of the Zimbabwean Government to confiscate the officers' property in the country.

Two years ago regulations were introduced after the Gertrude-Varkas visa affair, when two members of the Zimbabwean police force, who had been acting as agents of the South African Government, fled the country and achieved immunity from any criminal proceedings. After their flight the Government discovered that people whom it regarded as enemies of the state could not have their property forfeited.

The gap was intended to be filled by the regulations, which give the Minister of Home Affairs the power to act against the property of enemies of the state. Such persons are defined as those acting as agent of, or on behalf of, or in the interests of a foreign country or organisation "in a manner which is prejudicial to the public safety of Zimbabwe, or which is subversive to the authority of the lawfully established Government of Zimbabwe."

If the Minister is satisfied that it is in the interests of Zimbabwe he may make a forfeiture order against such a person. The constitutionality of the Emergency Powers (Forfeiture of Enemy Property) Regulations 1981 is being challenged today before the High Court of Zimbabwe in Bulawayo.

A white Zimbabwean, Mr Colin Bickle, who is a resident in South Africa, is asking the court to declare the regulations invalid for inconsistency with section 19 of the Declaration of Rights in the Zimbabwean Constitution, which is the product of the Lancaster House Agreement made in December 1979.

That section provides that no property shall be compulsorily acquired without prompt and adequate compensation. The only relevant exception is one that provides

for the "vesting of any property belonging to, or used by, or on behalf of an enemy."

The case arises from the activities of Mr Colin Bickle in November 1981. Mr Bickle is a wealthy farmer who flew his private aircraft from the southern part of Zimbabwe to South Africa and back, admittedly committing offences against the Immigration Act and the Customs and Excise Act.

The customs offences involved export of firearms (which the Zimbabwean Government was in the process of having registered for control purposes) and the illegal import of 12 bottles of whisky.

The immigration offences involved transporting other persons in and out of unauthorised ports of entry and exit. He pleaded guilty and was fined by a magistrate.

He had also been charged with an offence, under the Official Secrets Act, of bringing into the country foreign agents from South Africa. He was acquitted of this charge on the footing that he did not know that either of the two persons he had transported from South Africa to Zimbabwe was a foreign agent or had been in communication with a foreign agent.

In the Zimbabwean Parliament the Minister expressed his astonishment at the outcome of the criminal proceedings. He said: "Mr Bickle went off with a fine - a man who illegally dealt in arms of war and at the same time flew enemies of the state."

"This man was engaged in illegal activities between Zimbabwe and South Africa and then the court makes the startling finding that he was unaware he was carrying spies in his aircraft. If you are engaged on a course of illegal activity, all illegal acts which flow from such a course are done with your full knowledge."

"It is, therefore, a reasonable inference that Bickle must have known that the two chaps he was carrying were enemies of the state."

Before this trial Mr Bickle had been detained and held incommunicado for 54 days. During that time

LONDON joins the Union

Yes - the City of London has embraced a full-fledged branch of the Union Bank of Nigeria Ltd.

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Union Bank of Nigeria Ltd ;
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London EC2
Telephone (01) 600 0751



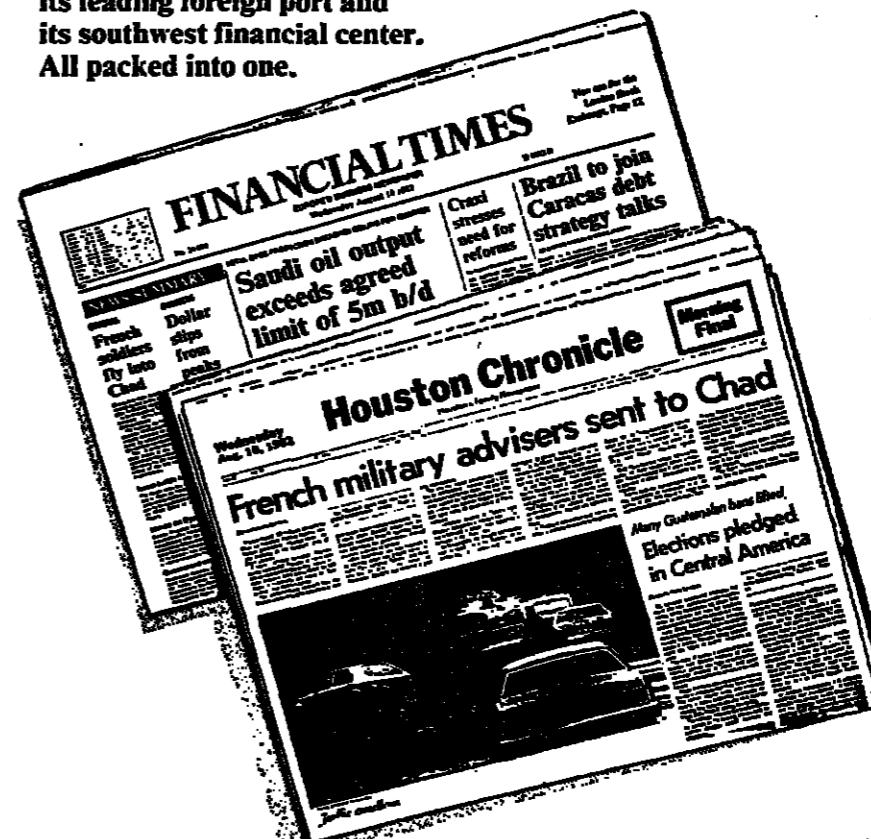
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STATISTICAL TRENDS: The USSR

USSR

Energy output sees noticeable decline

The USSR has experienced two years of poor growth, with last year's performance worse than 1981. Although the first quarter of this year shows an upward trend, there is little prospect of a return to the years of high growth.

The official production statistics often contain glaring inconsistencies and gaps, but they do show quite clearly that the output of some of the economy's mainstays, especially oil, steel and coal, has either stagnated or declined.

The second half of the 1970s saw a marked slowdown in the growth of investment and productivity. The lower output return on capital, expressed in a higher incremental capital out-put ratio, and declining capital productivity is capital productivity is clearly noticeable.

Abundant energy supplies have a vital and important role in the USSR's economy. Oil also accounts for 60 per cent of its hard currency export earnings. The USSR remains the largest oil producer in the world, and seems likely to continue as a major exporter for some time. Despite this, there has been speculation about a Soviet energy crisis.

Oil production hasn't been rising as fast as expected from the newer Siberian fields, while the output of the coal industry has been consistently well below planned

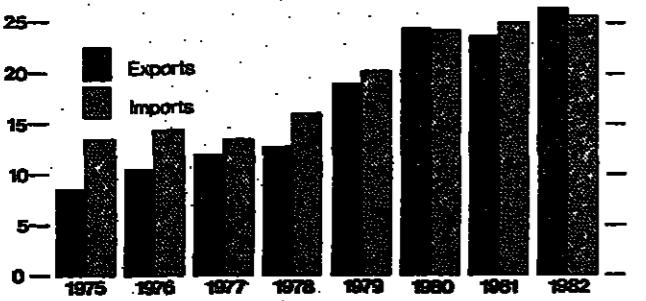
levels. The older coal fields are becoming less and less productive, despite increased investment. The newer existing and planned opencast workings in Siberia provide the only hope for increased production.

Production of natural gas, of which the USSR possesses the largest reserves in the world, is likely to have been overtaken by the West. The data on trade exports show the marked shift towards trade with the West during the last decade. However, last year's total trade turnover increased by 9 per cent, but trade with the West by only 6.8 per cent. Imports from the West hardly increased at all, while exports rose by over 9 per cent.

The USSR and other Comecon countries have been steadily increasing their investment in the OECD countries. The USSR accounts for over a quarter of these investments, although all of these are either fully or

majority Soviet-owned.

TRADE WITH THE INDUSTRIAL WEST



General

GROWTH RATES				
% Change Over Previous Year				
1972	1979	1980	1981	1982
National income	4.0	2.0	3.8	3.2
Industrial production	4.8	3.4	3.6	3.4
Labour productivity				
Industry	3.6	2.4	2.6	2.7
Agriculture	5.0	4.0	1.0	2.0
Construction	2.0	1.0	1.2	2.0
Real per cap. income	3.0	3.0	3.5	3.3
Wages and salaries	3.0	2.2	3.2	2.7
Foreign trade turnover	10.4	14.0	14.0	8.4

Source: Official Statistics

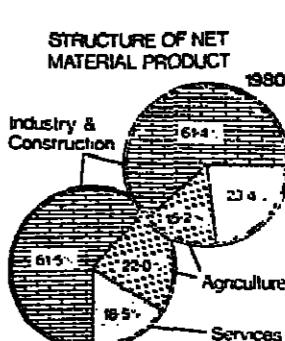
OUTPUT OF INDUSTRIAL PRODUCTS

	1980	1981	1982
Electricity kWh/bn	1,295	1,325	1,346
Crude oil	603	609	613
Natural gas cu m. bn	435	465	501
Coal	716	704	718
Crude steel	148	149	147
Steel pipes	18.2	18.3	17.9
Synthetic resins and plastics	3.6	4.1	4.1
Chem. fibres	1.2	1.2	1.2
Motor casting machine	1,947	2,045	2,066
Instruments, automation Rbn			
Source: Official Statistics	5.4	5.6	4.8

Source: Official Statistics

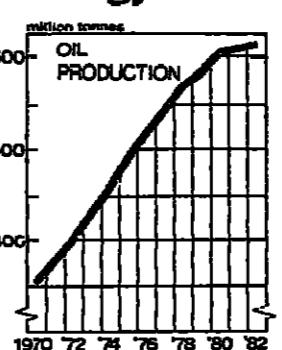
FOOD AND CONSUMER GOODS OUTPUT

	1980	1981	1982
Meat tonnes m.	15.1	15.2	15.2
Dairy products	25.3	25.7	26.4
Leather footwear pairs m.	744	739	730
Cars and vans units 000	1,327	1,324	1,307
TV sets units m.	7.5	8.2	8.3
Washing machines, m.	3.8	3.9	4.0
Motor cycles, m.	1.09	1.1	1.1
Instruments, automation Rbn			
Source: Official Statistics	5.4	5.6	4.8



Source: Official Statistics

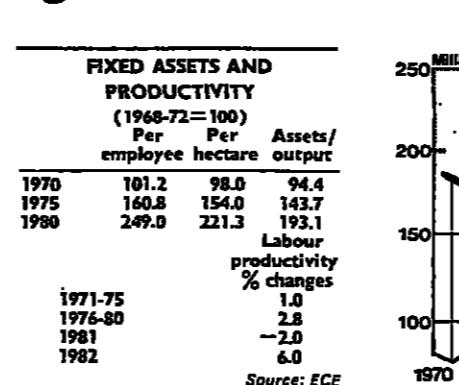
Energy



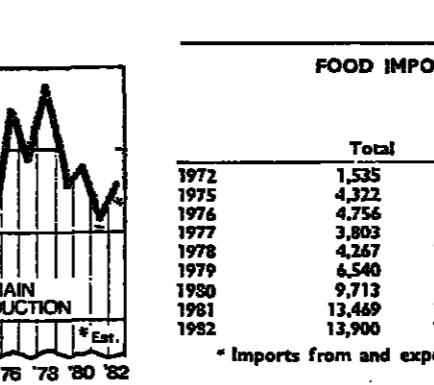
	1980	1981	1982
USSR	12,200		
U.S.	8,655		
Saudi Arabia	6,484		
Mexico	2,734		
UK	2,050		
China	2,020		
Iran	1,896		
Venezuela	1,826		

Source: Oil & Gas Journal

Agriculture



Source: ECE

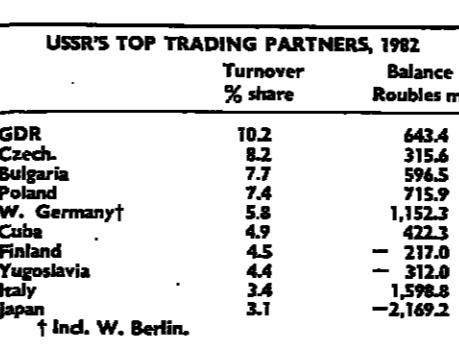
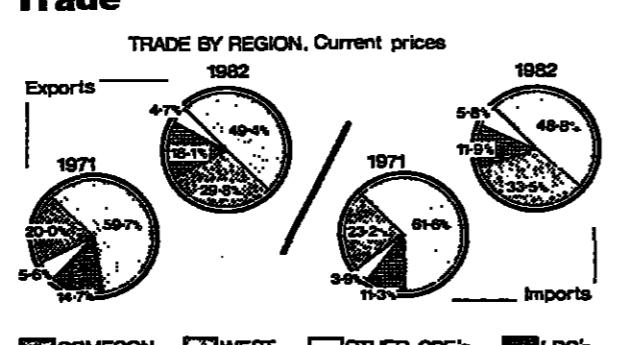


	Total	Grain	Other	Total imp.
1972	1,535	889	646	26.6
1975	4,322	2,528	1,794	24.6
1976	4,756	2,935	1,821	25.7
1977	3,803	1,457	2,346	20.6
1978	4,267	2,429	1,838	20.0
1979	6,200	3,203	3,002	45.7
1980	2,713	5,276	4,327	30.3
1981	12,469	7,559	5,910	37.7
1982	13,900	7,700	4,200	37.1

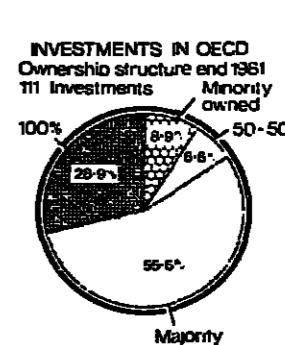
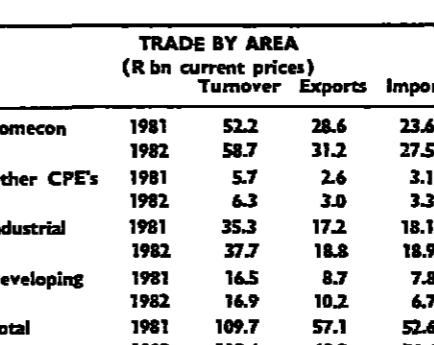
* Imports from and exports to non-CPEs. † Ind. sorghum.

Source: Wharton Econometrics

Trade



Source: Vneshnaya Torgovlya



UK NEWS

Portable pensions row comes out into the open

BY ERIC SHORT

THE DEBATE on personalised portable pensions came right out into the open the other day when protagonists faced each other for the first time at the Department of Health and Social Security conference to discuss the problem of lost pension rights for employees who change jobs.

Mr Norman Fowler, Social Services Secretary, as conference chairman, was not only able to listen to the arguments for and against portable pensions, but to note the strength of support for such a radical change and where that support came from.

The case for personalised pensions was put to the conference by Mr Nigel Vinson, of the Centre for Policy Studies. The concept of portable pensions goes beyond simply a means of solving the early leaver problem. It is that employees have freedom of choice in how they make their pension arrangements on top of that provided by the state.

An employee's pension rights are his largest single asset, larger even than his house. Mr Vinson, in the first place, wants the individual to be able to identify this part of his wealth, and then to have some measure of direct control over investing it.

Mr Vinson wants an employee to be able to identify his particular share in his company pension

scheme, through a process of unitisation.

As a next step, the process would enable an employee, on leaving his job, to take his share of the fund and invest it either with the new employer's scheme or in a separate arrangement. The final step would be for an employee to be able to make his own pension arrangements outside the company scheme.

Mr Walter Goldsmith, director general of the Institute of Directors, goes even further in advocating unitisation of pension funds, claiming it to be the biggest opportunity to spread capitalism this century.

Professor Michael Beenstock of the City University Business School called for the Government to make a U-turn in pensions and bring back money purchase.

Lord Byers objected to personal pensions on the grounds of eroding the foundation on which the partnership had been created between state and private sector pension provision. His argument that portable pensions would be divisive was much more practical in considering portable pensions.

The arguments centred on the purpose of a pension arrangement. Various speakers from the pensions industry maintained it was to enable employees to have a defined level of income in retirement relat-

ed to their earnings while at work. Then employees with equivalent earnings and service get equivalent pensions.

Under a portable pension concept, the individual is personally saving towards a pension. The ultimate pension will depend on how much he has saved and how successful he is in his investment. Employees with similar earnings and service patterns would finish with differing pensions.

Mr Tom Heyes, chairman of the National Association of Pension Funds, was scathing on suggestions that individuals on average could do better than pension fund investment managers.

The general argument coming from the pensions industry was that money purchase schemes Mr Vinson suggested were superseded by final salary schemes more than 20 years ago simply because they failed to provide adequate pensions, and this objection still applied.

The most bizarre objection to portable pensions came from Mr Colin Stewart of the Government Actuary's Department. He said that the EEC directive on equal status for men and women in occupational pensions schemes would, if adopted, debar the portable pension proposals or at least make them very complex to operate.

Shipowners likely to confirm tough line on pay rises

BY JOHN LLOYD, INDUSTRIAL EDITOR

TALKS between merchant navy officers and shipowners later this week are expected to confirm the tough line the owners will take on pay.

A meeting between the General Council of British Shipping (GCB) and the National Union of Seamen (NUS) on Friday saw a claim by the union, which represents the 25,000 ratings, for an unspecified rise together with improved overtime rates and extra holidays.

Mr John Keville, the GCB's chief negotiator, told the NUS that the offer - to be made on November 3 - would be "very modest".

He said: "The industry can afford nothing. The cupboard is bare. We will see where the priorities in the claim lie and see how we can best answer them."

The seamen's basic rate is £78 a week, but the large amounts of overtime worked brings the average for adult seamen up to £155 while on ship, and to £102 while on leave.

Mr Jim Slater, the NUS general secretary, warned the shipowners nothing, was to be taken on a basic trade union principle to take action without a member being victimised.

The council is showing no sign of relenting on the suspension, and may make one or more further suspensions today.

tinues to worsen, and points to the 14 per cent of world shipping capacity now laid up.

• The industrial action by Britain's 38,000 workers in residential homes for the young, the infirm and the elderly is set to escalate this week.

The workers' union, the National and Local Government Officers' Association (Nalgo), has made official a strike by all its members in the Cleveland area, where one of them, Mr Ian Crampsey, was dismissed by the Labour-controlled council last week for refusing admission to a young person at the Broomlands Assessment Centre in Middlesbrough, where he worked.

The strike will certainly affect the centre itself, and is expected to close down a number - though not all - of the other centres operated by the council.

Mr John Kavanagh, the Nalgo secretary at the council, said: "This is a moderate branch, but our members were angered by the council's hard-line approach."

"We see it as an attack on a basic trade union principle to take action without a member being victimised."

The council is showing no sign of relenting on the suspension, and may make one or more further suspensions today.

Selective industrial action has been taken against privatisation and after yesterday's loose mandate from conference further action will start again during the next few weeks.

Even the new Left, however, with its own hard and soft factions, no longer appears to believe that it can stop the Government's privatisation plan.

The union membership remains cautious and pragmatic and while a

Union split on BT privatisation

BY DAVID GOODHART, LABOUR STAFF

THE NEW leadership of the Post Office Engineering Union is involved in a difficult balancing act to fight against the privatisation of British Telecom (BT).

Yesterday's conference presented a confused picture of ideological commitment and creeping pragmatism which leaves the campaign against privatisation firmly in the hands of the executive but without a clear direction.

There appears, since the general election, to be a growing mood in favour of using action only against specific consequences of privatisation such as compulsory redundancy or the break-up of national bargaining.

Many of the new executive members were, after all, those on the Left who had been chiding the old executive for its failure to exploit the considerable industrial muscle of the union.

Selective industrial action has been taken against privatisation and after yesterday's loose mandate from conference further action will start again during the next few weeks.

A large number of members who have not paid in could go out of benefit in a few weeks' time, which could lead to a new wave of resignations.

Existing hereditary peers would also choose 35 of their members to have voting rights. But this would be only for the life of the peers chosen.

Hereditary peers would, however, still be allowed to attend debates although they could not vote.

Tory plan for House of Lords reforms

By John Hunt

PROPOSALS for the replacement of the present House of Lords by a mainly elected chamber are put forward in a pamphlet published today by the Bow Group, which now represents the young, middle-of-the-road thinkers in the Tory Party.

The author, Mr Nicholas Page-Brown, a 26-year-old business information specialist, warns of the damage that would be done if the views of a few unrepresentative socialists were to lead to abolition of the Lords.

"It would, however, be equally damaging if the response from Conservatives was simply to do nothing."

He proposes a chamber with a voting strength in the region of 500. This would be made up of 300 elected peers, 150 to 200 life barons or baronesses, 24 bishops, two archbishops and three peers of royal blood.

Existing hereditary peers would also choose 35 of their members to have voting rights. But this would be only for the life of the peers chosen.

Hereditary peers would, however, still be allowed to attend debates although they could not vote.

Goldcrest aims to bid for television satellite channel

BY RAY SNODDY

GOLDCREST FILM and Television is to try to put together a consortium to bid for a direct broadcast by satellite (DBS) channel.

Mr James Lee, Goldcrest chairman, told broadcasters of his plan at the Royal Television Society's bi-annual convention at Cambridge.

He spoke the day after Mr Leon Brittan, the Home Secretary, announced an open competition for two DBS channels for independent television.

Mr Lee said he hoped to put together a consortium which would group "the British film industry" with several existing ITV companies.

"We are looking very actively into DBS as a method of distribution," said Mr Lee, whose company - a subsidiary of S. Pearson, which also owns the Financial Times - has already put together a premium movie channel for cable, including Home Box Office of the U.S.

In the past, Mr Lee had been critical of the cost of the BBC's DBS operation and has said it would lose a lot of money. Goldcrest is now more pessimistic about the speed with which cable networks will be set up in the UK and is looking into alternative methods.

Mr Lee believes the design of the BBC's Unisat satellite could be changed to provide five DBS channels on the "bird" instead of the existing two. This could more than halve the cost of each channel.

"This must be in the interests of the BBC and would be just what the film industry needs and wants. For the first time, we would have direct access to our own audience at home and a much-needed third force would emerge in the marketplace," Mr Lee argues.

Liberals set for clash on Steel's leadership

BY KEVIN BROWN

THE LIBERAL PARTY last night moved firmly on to course for a major clash at this week's conference in Harrogate over the style and tactics of Mr David Steel, the party leader.

Mr Steel, emerging from a three-month break from politics, made clear his determination to fight off attempts to weaken his authority and to defend his vision of the Alliance, his party's relationship with the Social Democratic Party (SDP).

He warned dissident party members, particularly in the Association of Liberal Councillors, that they would have to accept the Alliance or leave the party.

Mr Steel was immediately accused by his leading parliamentary critic, Mr Cyril Smith, MP for Rochdale, of "authoritarian leadership" and of letting the party down in negotiations with its partner.

Mr Smith said Liberal MPs were tired of not being consulted by Mr Steel, and he believed the party was in danger of being "walked all over by the SDP in the next four years."

In a television interview, he said: "David plays too much into the hands of the SDP and does not fight hard enough for the Liberal Party."

Mr Steel faces a challenge at the conference on several fronts: the appointment of a deputy leader, the removal of his right of veto over the election manifesto and greater access for party members to policy-making.

His veto is probably under little threat since he has made clear he

Mr Nicholas Mellersh, chief executive of United Cable Programmes, a rival premium movie channel provider, says he will be reassessing the situation in the light of the Home Secretary's announcement, but thought it unlikely that UCP would go directly into DBS.

Mr Bill Cotton, managing director of the BBC's satellite operation told the conference that whatever the short-term problems, in the longer term pay television would establish itself as a third method of financing broadcasting in the UK. He predicted 2m subscribers to BBC satellite programmes after five to six years.

But Mr Cotton and the BBC were roundly attacked by Mr Paul Fox, managing director of Yorkshire Television, and chairman of the Independent Television Companies' Association.

By going for a subscription service, the BBC, he said, was shattering a relationship with the licence-holder that had lasted for 60 years. The licence-holder would get the ordinary service and the pay-subscriber the four star golden service.

The BBC is a wonderful public service organisation, but it is totally ill-equipped for the hard realities of the commercial world," Mr Fox said. The BBC has approached DBS in the most expensive way possible, and the gamble could only be made because there were no shareholders to answer to.

Mr Fox, whose company, Yorkshire TV, is also believed to be interested in satellite television, warned the BBC: "If the gamble doesn't work, don't expect the Government to bail you out."

would consider resigning if the conference votes to remove it.

He will be under strong pressure, however, to accept the appointment of a deputy leader for which Mr Smith, who claims the backing of at least three MPs, could be a candidate.

The deputy leadership will be the sticking point for Mr Smith and others critical of Mr Steel's leadership. They believe a deputy would give access to party decision-making at the highest level, to those suspicious of the SDP, and of its leader, Dr David Owen, in particular.

Mr Smith believes a deputy leader could act as a brake on Mr Steel, would remove some of the administrative burden from his shoulders and would improve the leadership's public image.

Mr Steel tried to defuse the issue of joint selection, over which there has already been furious preliminary skirmishing. He said joint selection could have been a way out of local difficulties in some areas. But he went out of his way to stress that joint shortlisting ought to be satisfactory to the Liberal Party for both European and Westminster elections.

Mr Smith, however, repeated his view that the Liberal Party has every right to vote for joint selection.

He made clear he and others would urge delegates to insist on joint selection in both Liberal and SDP-led constituencies which could effectively wreck Mr Steel's hopes of Alliance co-operation.

"From the ground crew through to the on-flight crew, we really felt that you cared."

This is an authentic passenger statement.



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Jetline 150



That's £50,000,000 we'll never see again

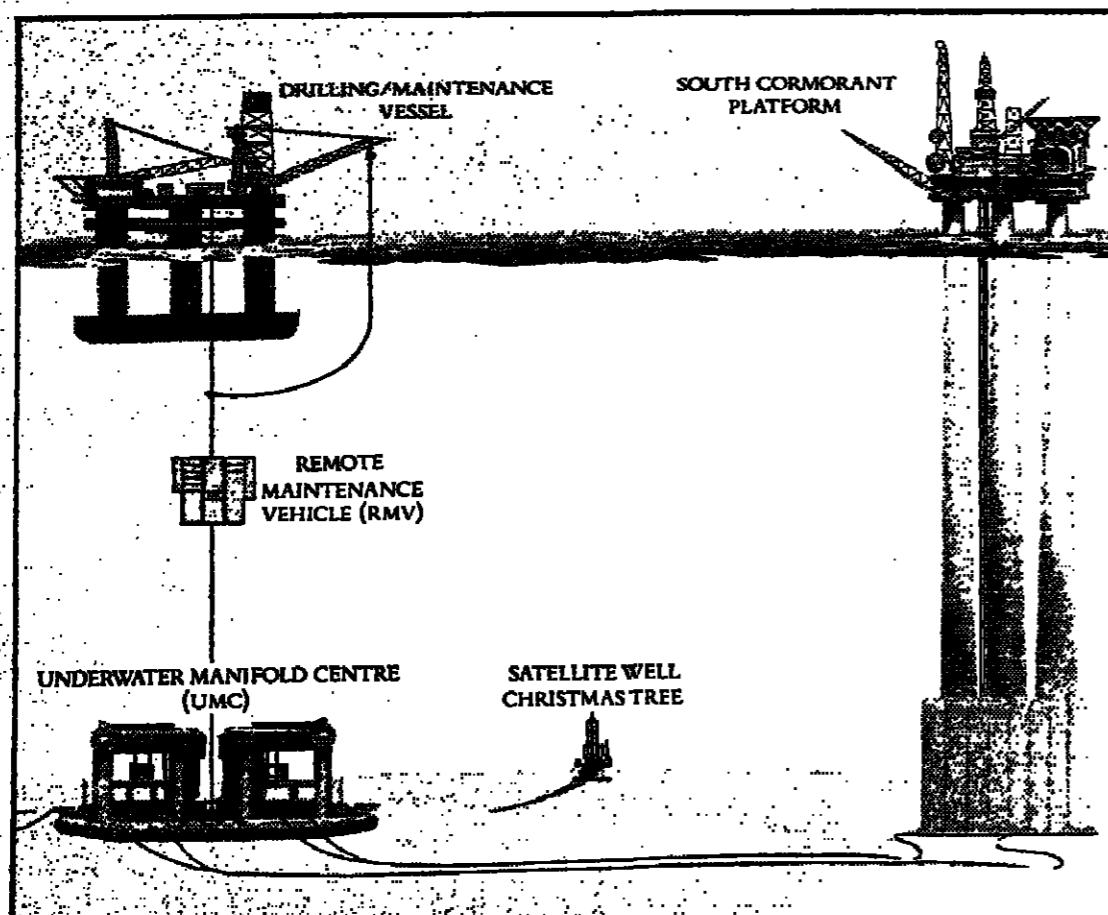
About a year ago, the newest of our oil production platforms sank to the bottom of the briny.

83 fathoms deep she lies: half the size of a soccer pitch; as tall as a four-storey house; and developed at huge cost by Shell and Esso.

Then one day this May, our sinking fund began to pay off. Oil flowed from the North Sea's first fully automated undersea production system.

Our UMC (or Underwater Manifold Centre) has been designed to work for 25 years without a human visitor.

It's controlled by humans, of course, but they're 4½ miles away, high and dry on a conventional platform.



Inspection and maintenance are done by robot; or, even more cunningly, by tools sent through the flowlines.

This UMC can handle up to 9 wells and will average 30,000 barrels a day. But its importance is far beyond its output.

Such systems will greatly increase the amount of oil we can get at: from wells that would otherwise be uneconomic; and from depths hitherto unplumbed.

Clearly a good thing for Britain.

The enterprise, which will cost about £360 million all told, has also been a great incentive to the many British companies who've worked with us.

There's McEvoy for instance, in rural Gloucestershire, who've made our 24-foot Christmas Trees (as well-head valves are fondly known).

There's VO Offshore Ltd (formerly Vickers Offshore) who designed the main structure.

And there's Ferranti, who expanded their own horizons while producing the amazing control system.

These and many others can hope for orders from around the world, because they joined us in the deep end.

You can be sure of Shell



UK NEWS

Company will spur design by computer

By Nick Garnett, Northern Correspondent

A COMPANY to stimulate the use of computer-aided design and manufacture within British industry is being set up by a consortium of Cadcam suppliers, users and educational institutions with local authority systems.

The venture is being organised by the Cadcam Association, which has its headquarters in Middlesbrough, Cleveland, with the help of Cleveland County Council and the EEC.

A centre for stimulating greater use of computers in designer manufacturing is being established in Middlesbrough with a separate company, to be known as Cadcam Applications Training Support, providing specific training courses for employees in companies expanding into Cadcam.

The association said: "The objectives are to help existing firms apply and use Cadcam effectively, and stimulate new growth by providing special facilities and support for start-up situations."

"There is a big gap between the technology which is available and the level to which it is applied in industry. The plans aim to close this gap."

BL expected to cut losses in first half

BY KENNETH GOODING, MOTOR INDUSTRY CORRESPONDENT

BL, the UK state-owned motor manufacturer, has sharply reduced its losses during the first half of 1983. Its half-year results, due to be published on Friday, will show a considerable improvement on the £143.4m (£213.8m) net loss during the same period of 1982.

There have even been some suggestions that BL Cars, which suffered a £37m trading loss in the first half of last year, actually did better than break even at the trading level.

He also implied that Leyland Trucks was heading for a bigger loss than the £56m incurred at the trading level in 1982.

Mr Harold Musgrave, chairman of the Austin-Rover volume car operations, said last week that his company was still on target to be approaching break-even at the trading level by the year-end.

Also Jaguar has been very profitable so far this year. The company will produce 28,000 Jaguars in 1983, up from 22,000, and sell half of these in the US, where, because of the pound's relative weakness against the dollar, profits are high.

In Britain, where Jaguar will sell about one quarter of its output, volume in the first eight months increased by 9 per cent over last year, with 5,098 cars sold, without any discounting or special financial support for the dealer network.

The other element within BL Cars, Unipart, the spare parts operation, is believed to have remained profitable after some hard pruning to keep costs under control.

BL's black spot seems to be the Land Rover-Leyland business. But

there are indications that the results from this division might not be as bad as suggested by recent events.

Only last month Leyland Trucks managing director Mr Lee Wharton claimed the business was "literally fighting for survival" and that the recovery plan, involving the loss of 4,100 jobs last year, had stalled.

He also implied that Leyland Trucks was heading for a bigger loss than the £56m incurred at the trading level in 1982.

In July Leyland Trucks said it would cut over 400 more jobs at the Bathgate plant near Edinburgh, following 198 redundancies as part of the "recovery plan" and bring the workforce down to 1,900.

Mr Wharton maintained last month that Leyland Trucks' major problem was that exports to many markets had more or less dried up.

For example Nigeria, where Leyland usually sells around 2,500 trucks a year, will take only about 100 in 1983.

Of the other operations within the commercial vehicle division, current indications are that Land Rover remained profitable despite the fact that the four-wheel-drive business faced the most difficult trading conditions in its history.

Freight Rover, the Sherpa van concern, is thought to have reduced its losses considerably, while Leyland Parts, the spares offshoot, was profitable.

OPINIONS SPLIT ON STOCK EXCHANGE FUTURE

Gilts dealers see trouble ahead

BY BARRY RILEY

AMID THE excited bubble of discussion about the stock market's future structure by members of the London Stock Exchange, it is hard to discern any clear consensus view. Even within individual firms, opinions are often sharply divided, yet certain broad themes are emerging at this early stage of the debate.

Firms with a disproportionately large business in UK Government securities – or gilt-edged – are seen as being at the centre of the argument. This is because the leading investment institutions are adamant that commissions on big bargains in gilts are much too high, and must fall sharply.

Ironically, this threatens Mulfens, the Government's official brokers, as well as Pember and Boyle. Other big gilt-edged brokers like Greenwell, and Phillips and Drew, are also vulnerable, but such firms have taken care to diversify into equities and other activities.

Among the jobbers – the stock market's specialist firms of market makers who deal exclusively with brokers – the big two in gilts are also vulnerable. Akyroff and Smithers, and Wedi Duracher. Together they probably account for 80 per cent of the business.

It is in this area of the stock market that the Bank of England's influence on events will be most crucial. The Bank is happy with the

present system of channelling gilts out through the jobbers as intermediaries, and using the Government Broker – Mullens' senior partner, Mr Nigel Althaus – as link man.

Some years ago the bank was influential in preventing the big merchant banks from setting up a rival gilt-edged dealing service through their computerised system called Ariel.

But now some leading gilt-edged jobbers and brokers are warning that the present system could not survive a collapse in the level of gilt-edged brokers' commissions. Moreover they do not see how a gradual transition to another system could be achieved.

It is therefore being argued that the Bank must either shore up the present arrangements, or devise a new system, probably involving a much wider range of approved dealers.

Many stockbrokers who have moved into the booming gilts market in the past 10 years or so are now preparing to shift back into other departments of their firms. And they are developing survival strategies which may depend on specialities such as sector research, private client services or computerised dealing facilities.

The big equity brokers, along with the jobbers, also face the uncertainties over the possible break-down of single capacity – the rigid separation of broking and market making which is a special feature of the London Stock Exchange.

The Government and the Stock Exchange Council both officially hope that the separation of capacity can be preserved. But many people in the market believe in the so-called "Link" theory – that single capacity and fixed commissions are intertwined, and the former cannot be sustained for long without the latter.

Those brokers who specialise in private client business therefore remain confident, and this includes most of the provincial or "country" brokers. One or two of these are even fancying their chances of entering the institutional market by offering cut-rate commissions for a bare dealing service.

This will allow brokers to preserve their income for as long as possible, and to explore future relationships in a relaxed time frame.

Others, however, view the prospect of creeping changes and prolonged uncertainty with something verging on dismay. It is argued that a "big bang" approach, with all changes in Stock Exchange rules taking place on a single day in the not-too-distant future, would allow firms to make rational plans.

But brokers, at present, lack both the capital and the dealing skills to embark upon market-making. Even London's most heavily capitalised stock market firm, jobbers Akyroff and Smithers, has a net worth of only around £40m, puny by international standards. Broking firms have much less capital than that.

London's firms continue to be protected from being swallowed up by much bigger British and international financial groups, because there are still severe restrictions on outside ownership – but these restraints may not last for long, especially if there is growing evidence of dealing in UK securities outside the stock market.

Job centres throughout Scotland have already been inundated with applications for about 150 jobs, including cooks, chefs, cleaners and other ancillary posts, offering salaries as high as £12,500 a year with food and board provided.

Kelvin Catering, a subsidiary based in Paisley, Scotland, of Trusthouse Forte, has won a major contract from the Government's Property Services Agency to cater for construction staff building the Falklands air strip.

The first group of workers set sail for the Falklands at the end of this month to prepare the camp base for the initial consignment of a total of 1,400 construction workers involved in the project.

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Mr Donald McFarlane, sales director of Kelvin Catering, said: "We are absolutely delighted to have been awarded this contract. It was a great team effort."

In facing such uncertainties, Stock Exchange members fall into two distinct camps. Some agree with the decision of the Stock Exchange's chairman, Sir Nicholas Goodman, to seek the longest possible transition period.

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Workers attracted by jobs in Falklands

Financial Times Reporter

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● OTIS ELEVATOR has told union officials that its plant on Merseyside, which employs 1,200, is too large and must be reorganised. The company blamed a worldwide slump in building construction for a shrinking market for elevators.

● THE LIVERPOOL Dock Labour Board is seeking sanction from the national board for a further reduction in the number of registered dockworkers employed in the over-manned port. The national body has already authorised 209 voluntary redundancies during September. It has reopened the government-backed severance scheme of a tax-free £2,500 for men with 15 or more years' service.

● A THREE-YEAR, £600,000 contract to wash laundry for 13 hospitals in Surrey has been awarded to the Initial group. It is believed to be the largest contract awarded so far in the growing wave of government-inspired privatisation deals.

● DOCTORS have launched an organisation to campaign for higher taxes on alcohol as part of a new campaign against alcohol abuse. Action on Alcohol Abuse, which its backers want to be known familiarly as the Triple-A, an initiative of several medical colleges, including the three UK Royal Colleges of Physicians and organisations representing most other branches of medicine.

● THE GOVERNMENT has been warned that it will not be able to continue to allow public spending cuts in adult education in face of "massive evidence of both need and demand" by older people for continuing study.

Adult education "will not remain in the shadows for much longer, whether under the present or any other government, of whatever political colour," said Dr Richard Hogart, chairman of the Advisory Council for Adult and Continuing Education, in its annual report.

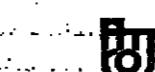
● CONSUMER demand for credit fell slightly in August, according to trade figures published yesterday. UAPT Infalink, which claims to be the largest credit information agency in the UK, reported that applications for credit facilities by consumers were down by some 2.9 per cent in August over the same month last year.

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Over the past 20 years, the Ebic banks have been co-operating with each other in order to offer services which are both innovative and dynamic to their national and international customers. Their expertise has benefited small, as well as large businesses, importers, exporters, international organisations, states and, indeed, governments.

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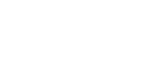
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Lloyd's syndicate informed of inquiry

BY JOHN MOORE, CITY CORRESPONDENT

MORE than 500 members of Lloyd's who form an insurance syndicate under the management of Alexander Howden have been told that details carried out by those that once managed the syndicate are under investigation.

The details of the latest investigation into the affairs of Alexander Howden are contained in the report and accounts of marine insurance syndicate number 888/35.

Auditors Futter, Head & Gilberts have said in their auditors report to the syndicate: "There are certain matters about which we have not been able to obtain all the information and explanations which are required."

The matter was first raised by Mr A.J. "Fred" Archer, the present professional Lloyd's underwriter who accepts insurance business on behalf of members of the syndicate. He requested an examination of certain syndicate reinsurance contracts which had been arranged some years ago. The examination has been carried out by Deloitte Haskins & Sells, the auditors to Alexander Howden Underwriting, the managing agents to which run the syndicate.

The latest investigation, which has also been referred to the inspectors of the Department of Trade and Industry, who are also enquiring into Howden, centres around deals arranged by another former Howden underwriting executive.

The previous investigation, which

LORD HESKETH, who opened a motorcycle factory at Towcester, Northamptonshire earlier this year to manufacture his new Vampire Superbike, has had to lay off five workers and cut back on production because plans to export to West Germany and Holland have been blocked.

A previous Hesketh motorcycle manufacturing company went into liquidation with debts totalling nearly £3m.

Cutbacks at new Hesketh factory

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Nalgo to meet SDP leader

By Our Industrial Editor

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UK NEWS

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AIR FRANCE //

WESTLAND, the helicopter manufacturer based in Yeovil, Somerset, is one of several companies approached by a private consortium to consider making a novel twin-rotor helicopter, with a potential market of between 1,000 and 1,500 helicopters a year worldwide.

The drawings, know-how, patterns, jigs and prototypes of the helicopter were acquired by Rotocraft International, a new company, from the liquidator of the Cierva Rotorcraft company, after the death of the helicopter's designer, Mr Jacob Shapiro.

Rotocraft International was formed by a group of private entrepreneurs led by Mr Peter Westford, chartered accountant, and Mr John Brookes, a former director of British-Norman on the Isle of Wight light aircraft manufacturer, now part of Pilatus, the Swiss aircraft company.

The company outlined its aims at a presentation at the Royal Aeronautical Society in London. It wants to co-operate with other companies and groups in Europe and the U.S. to finance design, develop, market and manufacture the proposed CXR Twin version of the original CX Twin helicopter developed by Cierva.

So far the company has appointed a helicopter designer, Herr Christof Fischer, who works for the West German Messerschmitt Bölkow Blohm aircraft company, as a consultant to complete the engi-

New call to support youth training

BY ALAN PIKE

TWELVE prominent industrialists and trade union leaders have appealed for wholehearted support for the new Youth Training Scheme (YTS).

In a statement issued by the Industrial Society, the group said YTS offered young people a bridge between school and working life and a chance to gain skills, experience and opportunities.

The statement will be sent to the Industrial Society's 16,000 member companies - which employ about 5m people - with a checklist of action to ensure schemes are properly run.

The six industrialists who have signed the statement are Sir Adrian Cadbury, chairman of Cadbury Schweppes; Sir Richard Cave, chairman of Thorn EMI; Mr John Harvey-Jones, chairman of ICI; Sir Alex Jarrett, chairman of Reed International; Lord Pennock, executive chairman of BICC and Mr David Plastow, managing director of Vickers.

Union leaders are Mr David Bassett of the General, Municipal and Boilermakers Union; Mr Frank Chapple of the Electrical, Electronic, Telecommunications and Plumbing Union; Mr Terry Duffy of the Amalgamated Union of Engineering Workers; Mr Moss Evans of the Transport and General Workers Union; Mr Alex Ferry of the Confederation of Shipbuilding and Engineering Unions and Mr Roy Grandham of The Association of Professional, Executive, Clerical and Computer Staff.

Miners' leader begins campaign to save pits

BY DAVID GOODHART, LABOUR STAFF

THE BRITISH miners' leader, Mr Arthur Scargill, has sidestepped recent controversies on the Polish independent trade union Solidarnosc and announced a fresh campaign "to win the hearts and minds" of his union's members against pit closures.

Mr Scargill, president of the National Union of Mineworkers (NUM), claimed after a monthly meeting of the union executive to have received none of the expected criticism for his recent forays into international politics.

Indeed he immediately attacked what he called the news media's "scurrilous and unprecedented campaign against the NUM's national president."

He added that the NUM did not have a policy backing Solidarnosc "although we have supported it financially and support its existence as an individual union."

A statement from the executive, however, suggests that behind closed doors some members - at most evenly divided between left and right - were forcefully urging Mr Scargill to concentrate his energies on purely domestic problems.

The statement accepts Mr Scargill's report on his recent Moscow speech attacking President Reagan and the Prime Minister, Mrs Margaret Thatcher, his comments on the South Korean airlines disaster and his letter condemning Solidarnosc.

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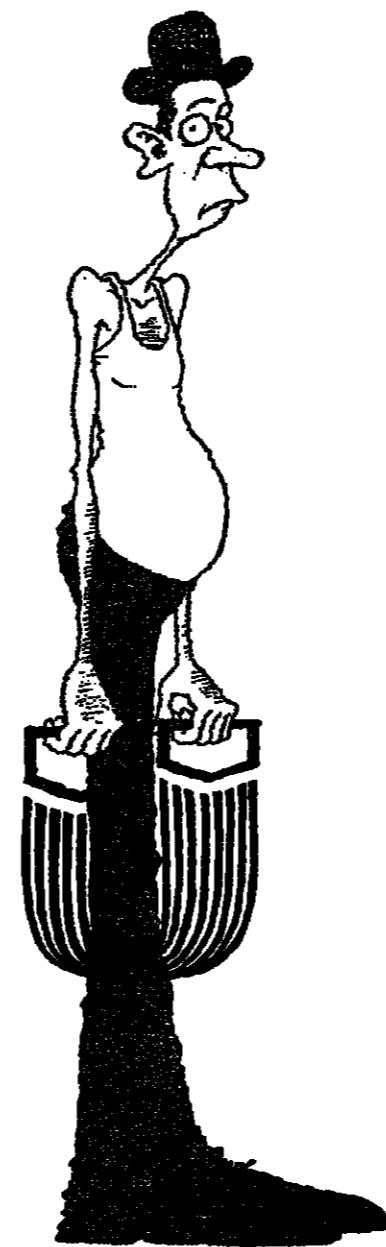
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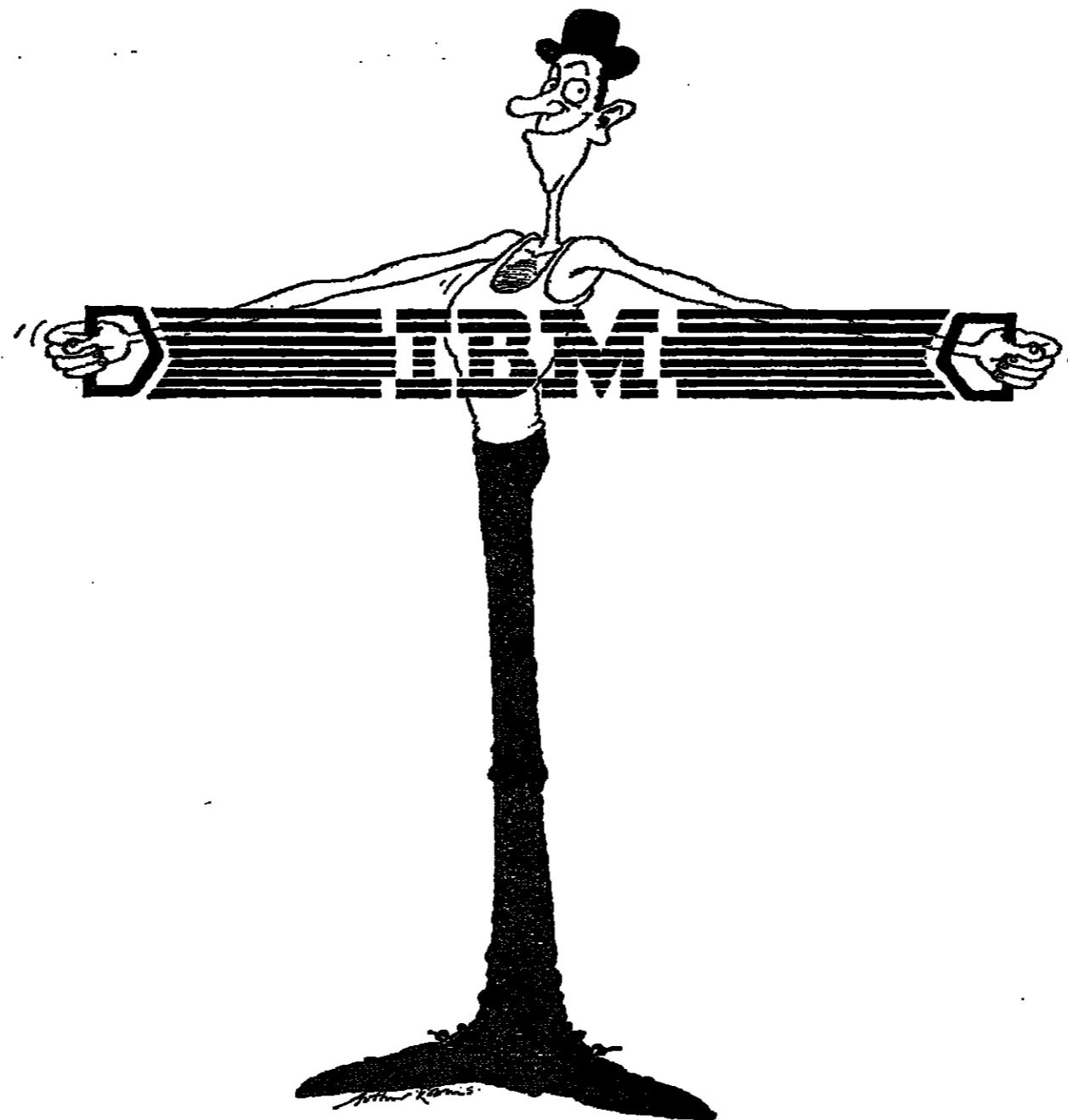
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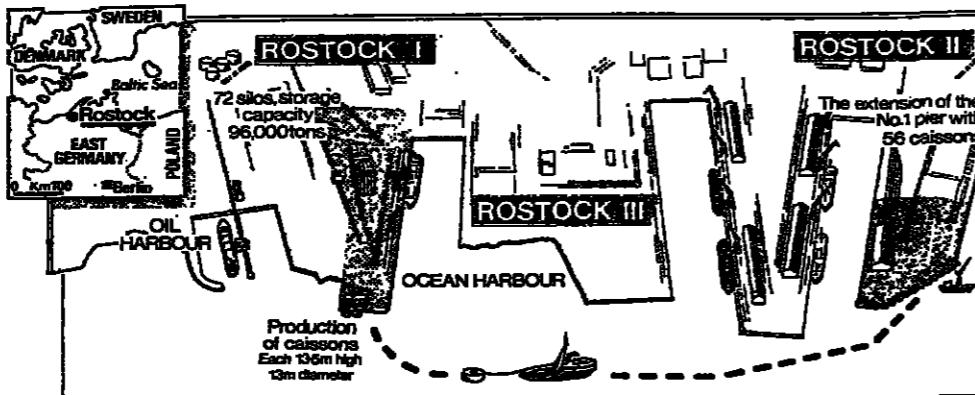
NOVEL CONSTRUCTION techniques developed by Swedish contractor Johnson Construction Company AB (JCC) of Stockholm are saving time and money in the current expansion of the East German port of Rostock on the Baltic coast.

The Rostock expansion programme is one of the largest construction projects in northern Europe at present and the only major port expansion project in Eastern Europe with a Western company as the lead contractor. It is also vital project for East Germany's economy, designed to transform Rostock into the country's most international port by the end of next year.

JCC gained its first contract within the project, worth around SKr 379m (£32m), for building a grain harbour in 1979. Since then the company has won contracts for the remaining two stages of the project: a general cargo harbour worth around SKr 255m (£21.6m) and an export quay worth SKr 345m (£29m) to bring its total work value up to over SKr 1ba (£24.6m).

In placing the contracts, the East German client was looking particularly for the best possible compensation or counter-purchase deal it could obtain, as a construction proposal which could guarantee on-time completion with a minimum of imported materials.

JCC was able to meet East German compensation demands through the world-wide outlets provided by the Axel Johnson Group of which it is part. To meet the second requirement it



Port of Rostock: Caissons are towed from the construction site at the grain wharf to extend the piece goods quay

proposed the use of innovative techniques which have not only cut the hard-currency import requirement for the client, but also significantly shortened the planned construction time.

Instead of using sheeting and piling for the quays which had to be built, JCC proposed the use of caissons to be prefabricated in a special plant on site, while for the compaction of the harbour bed the company proposed a method which was entirely its own development — Vibro-Wing compaction.

Overall some 25,000 sq metres of the harbour area consists of washed-in sand to a depth between four and eight metres. To enable this to serve as the foundation of the harbour some method had to be found to compact it. JCC's Vibro-Wing comprises a steel

rod fitted with a number of protruding vanes. This is forced down into the sand with the aid of a vibrating ram which vibrates the rod as it is withdrawn. The process compacts the underlying surfaces accurately to the depth required.

The factory for the slipform building of the reinforced concrete caissons, each weighing about 500 tonnes and with 300mm thick walls and an 800mm thick base, was erected about 1km from the quay at the water's edge. The factory produces two caissons a week which are floated into the water and then towed to the quay site to be sunk into position by admitting water which is then replaced with washed-in sand.

The first contract involved expanding Rostock into one of

Europe's largest grain handling ports with a capacity of 3.2m tonnes a year and a handling time of 2,200 tonnes an hour. Around 100,000 tonnes of grain can be stored in a battery of silos with some 72 cells. The facility is designed to enable ships to discharge either directly into the silo building or into railway wagons on the quayside.

JCC started work on the contract two years ago and completed it on schedule earlier this year, including the installation of track and signal boxes and processing equipment like suction dischargers, conveyor belts and transhipment tower.

The transportation system also includes a 60 metre high machinery shed which distributes the grain to trackside containers or railway wagons.

The wagons can be loaded at about 50 an hour.

The second stage, the general cargo harbour, involved lengthening an existing quay by 1,060 metres, made up of a sheet-piled quay 220 metres long and a caisson quay 840 metres long. In all 56 caissons will be used, each 14.1 metres high and 15 metres wide. The water depth at the quayside is 12 metres and the crane track on the quay will take cranes with a span of 30 metres.

By using its caisson approach JCC will build the 500 metres quay in 24 weeks — a rate of 23 metres a week. The construction time for a conventional sheet-piled quay is around 15 metres a week. As a result JCC will be handing over the general cargo harbour at the end of this month, two full months ahead of schedule.

This part of the project also includes a 25,000 sq metre storage area to be served by 50-tonne portal cranes with a span of 50 metres, a 13,000 sq metre transhipment hall, roadways, pipeline installations, transformer stations and discharge and materials handling equipment.

The third and final stage of the expansion, the export quay, started in April of this year and is due for completion at end 1984. But with the successful completion of two-thirds of the overall project JCC is now actively looking at other similar projects in Eastern Europe and, particularly, at the planned expansion of the Soviet port of Tallin.

TOM SEALY

Harrisson pads up for some overseas tests

PETER HARRISON, newly-appointed managing director of Herbert Morris Loughborough-based crane manufacturer, is a keen pace bowler, not afraid of delivering the occasional bouncer.

His principal target at present is the "invisible trade barriers" subtly erected by the international labyrinth of design of safety standards.

In recent weeks for example, he has had to play host to a three-strong team of German inspectors while hearing of British authorities imposing a mere £100 fine on a Fax-Eastern company whose faulty hoist injured a worker.

Such lessons have taught Mr Harrison that there is no point in complaining that the opposition isn't playing cricket, when the rules have been changed to karate.

"The trouble is that British bureaucracy acts as an umpire, while the Japanese authorities act as part of the team," he says.

Since Mr Roger McKee, his youthful successor, still only 37, has reaffirmed Herbert Morris's commitment to a wide product range from 500 kg handchain hoists at the bottom of the scale to major electrical overhead industrial cranes capable of lifting three-figure tonnages.

Mr Harrison believes that a broad range is the soundest strategy for an industry still deep in recession, despite moves by rivals such as NEI Cranes and AB Cranes, the Norcross subsidiary, towards specialisation or "non-cranemaking" activities.

In the past few years a dramatic redundancy programme, slimming staff from about 1,400 to 580, has been accompanied by a product development drive aimed at replacing well-proven but heavy and expensive lines with new systems emphasising lower unit costs, lighter weights and higher flexibility.

Mr Harrison believes that this fundamental change, particularly in the Middle East, towards home-industry purchasing policies means that companies like Morris must target sales at local manufacturers supplying and supporting prime industry.

Licensing deals, involving

McKee products and expertise, will play a major role in the company's search for growth.

In the meantime, Mr Harrison will press ahead with his predecessor's efforts to "flatten" the lines of communication between sales office and shop

The old Litlift is now replaced by the "100-series" and a "400-series" encompassing variable drum sizes, has taken over from the traditional Ropemaster.

While the new lightweight hoists have boosted sales substantially, wresting back some market share from foreign rivals, such as Demag, Herbert Morris also claims to have strengthened its position in the heavy end of the business.

Four rubber-tyred yard gantry container cranes have been delivered to the Port of Felixstowe along with two large rail cranes for the port's Freightliner terminal. A pair of 120-ton cranes have also been supplied to the Heysham nuclear power station.

Nevertheless, Mr Harrison accepts that if sustained growth is to be achieved the company must concentrate on export markets. Compared with 1973 when sales amounted to about £35m (at current values) the 1982-83 figures showed just £16m. This year the company expects to return to profit with sales of about £22m.

The problems of exporting do not amount simply to invisible trade barriers, however. "We have got to recognise the trend towards local manufacture and joint ventures," he says.

"In a few years' time countries like Saudi Arabia will not buy cranes from overseas."

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Financial Times Monday September 19 1983

Bryant
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Quality
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SOLIHULL BRACKNELL



Peter Harrison

floor, continuing such innovations as allowing production staff to attend meetings with clients so that workers can see for themselves the pressures and demands needed to meet orders.

More a Breather than a Wills, the new skipper of Herbert Morris believes his apprenticeship at BTR has taught him that team spirit doesn't go out of fashion, whatever the ball game.

IWO DAWNY

McCarthy to sell sheltered homes skills

THE RAPID growth in sheltered housing for the elderly has prompted McCarthy and Stone, the sector's pioneer developer, to market its own management service to other builders.

Estimated to be presented to a London conference next week are due to forecast a demand for at least 15,000 specially designed units with warden provision each year until the year 2000, for Britain's growing population of over 65s expected to exceed 8m by the

mid-1990s.

In the past five years only 2,000 sheltered houses have been built, 1,500 of these by McCarthy and Stone.

The company believes that this figure could be dramatically improved. In conventional developments, it is able to subcontract out the long-term management responsibilities often demanded by local authorities, before planning permission is granted.

Currently, the major volume of

builders, such as Barratt and Wimpey, are moving strongly into the sector — the logical growth market after "solo" flats for single first-time buyers.

Peverel, McCarthy and Stone's newly-formed sheltered housing management company, is likely to aim at middle-size developments, tenanted by the higher densities of sheltered accommodation and the low ratio of parking spaces to units required, but daunted by the commitments involved.

MIRA BAR-HILLEL

could be reduced to about £60 per flat each year on blocks of 50 flats. This compares with housing association charges estimated by Peverel at about £10 per unit.

Charges to flat owners of about £300 a year would cover the employment of a warden, building insurance, heating, lighting and rates for communal areas and services such as window cleaning and grass cutting.

Reports that wall-tie failure is

affecting some British properties built with cavity walls (both pre- and post-war) mean that home owners could soon be facing costly structural repairs.

Alternatives to the standard method of repair (usually inserting special bolts into the wall, which would probably cost up to £1,000 if the problem was discovered early enough) are offered by Renofor (UK) and Tyteam.

Renofor (UK), a Lancashire company which specialises in conservation, claims to be able to repair an average sized house for about £200. The company says this is because it uses glass fibre bars bonded with epoxy resin to bridge the gap, and they are much cheaper than the steel bolts more commonly used.

For the higher price of

Replacing failed wall-ties

about £1,000, the Tyteam method provides support and insulation. It involves injecting polyurethane foam (developed by ICI) into small holes in the outer leaf to fill the cavity and bond en-

dangered walls. The system is guaranteed for 30 years. For further information, telephone Renofor (UK) on Bolton 58336, and Tyteam on Swansea 467016.

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Jeudi 14 Septembre

THE MANAGEMENT PAGE

EDITED BY CHRISTOPHER LORENZ

HOWARD ABBOTT insists he is only being realistic when he claims that sooner or later every manufacturing company will produce a "rogue" product.

By that he means a product with some sort of dangerous defect, whether it be a "live" electric hair dryer which has been assembled incorrectly or an exploding light bulb that has a faulty component. Often these products evade quality control checks and slip through on to the market.

"It is a fact of life that any company that makes products in large numbers will get it wrong at least once, even though the product may conform to well-known standards, be approved by prestigious bodies and have been subjected to stringent quality tests," he says. "Even the great and the good get caught."

But, says Abbott, who is an expert on product safety, probably no more than 10 per cent of British companies with exposure to product liability have a formal management strategy to withdraw offending products from the market in a short time. "Many companies have no systematic forward distribu-

Why 'rogues' cause chaos

Arnold Kranzdorff on the poor state of product recall procedures

tion plan because their sales network has evolved gradually over a period of time. In such circumstances, to try to put the distribution system into reverse can lead to chaos."

Because so few companies can do this efficiently, Abbott has written a comprehensive new management guide to product recall, a step-by-step manual with which companies can draw up their own policy and programme to withdraw a product from the market before someone gets hurt and lawyers start knocking on doors.

Formerly engaged in research and development for Unilever, Lyons, Bakery and, more recently, ITT's food and cosmetics group in Brussels, he is now managing director of Product Safety, a wholly-owned subsidiary of the Stewart Wrightson Insurance group.

Public hazards and how some are handled

PAGING through Lloyd's monthly journal Product Liability International is like getting a preview of industrial armageddon. Among worthy articles on product safety, it publishes a disturbingly long list of unsafe products which have been thrust upon an unsuspecting public.

From the U.S. it reports that users of a Texas Instruments home computer could be electrocuted by a potential defect in an electrical transformer. In the UK, dangerous asbestos fibres were being released from a vacuum cleaner.

On the continent, of Spanish gas heaters, while in Japan

injuries and deaths had resulted from defects in some industrial robots.

Doomsday looks even closer when one flicks through the list of dangerous products emanating from the food, pharmaceutical and transportation industries.

The journal reports that packs of artificial sweeteners in North Carolina have been found to contain a near fatal dose of a chemical used in water treatment. In the UK packs of imported herbal tea were contaminated with deadly night-

shade, scientists in the U.S. had concluded that around 3m women were running the risk of serious infection by using an intra-uterine contraceptive device sold under the label Dalkon Shield.

Defects in road vehicles were particularly numerous. The February issue alone carried reports of potential faults in nearly 500,000 General Motors cars, 100,000 Renaults and 600 Suzuki motorcycles.

In each case the product was withdrawn from the market—at often enormous expense to the company which made it.

The well-known example of John West, which had a mass recall of its dried salmon in 1978 and 1982 because of botulism scares—three people died—cost Unilever, the parent company, an estimated £2m.

Often attempts at recalls have a low success rate. In 1979 and 1980 Sears Roebuck wanted to recall 60,000 electric fans which could have overheated and burst into flames. But in spite of determined attempts, only 1,300 customers were reached—just 2 per cent.

On a larger scale, the Firestone company recalled 7.5m radial tyres in 1978 because of a dangerous defect; its estimated total costs for the exercise amounted to a hefty

\$150m. The following year Corning Glass recalled more than 15m of its coffee makers because a sub-standard adhesive was making handles fall off; the company estimated the total costs of the recall at \$17m.

Often attempts at recalls have a low success rate. In 1979 and 1980 Sears Roebuck wanted to recall 60,000 electric fans which could have overheated and burst into flames. But in spite of determined attempts, only 1,300 customers were reached—just 2 per cent.

The unfavourable publicity which is often associated with a recall makes the whole issue very sensitive to most companies. Some companies prefer to ignore it completely—

can all play their part. Every change should be tracked so that the company knows exactly what they have in the field.

"When reports of a product defect start coming in a decision must have to be taken on its possible consequences. To do this requires completely accurate knowledge of the details of the product out in the market place."

"Products change in design and formulation throughout their life. Improvements, cost reductions, new regulations, raw material changes, alterations in suppliers' specifications, purchasing problems, wars and strikes

identify exactly which units or production batches are involved. To do this an effective system of product finger printing must be in force, for that is not something that can be done retrospectively; it has to be in operation continuously."

Only when these two elements are in place can the actual recall go ahead, he says. This can involve telephoning, telexing, writing to customers, advertising through the media or even sending teams of engineers around the country.

Direct costs include stock

write-offs, the expenses of contacting customers, corrective action such as repair, refunds or replacements and administrative back-up. Indirect costs include loss of sales, damage to the company's image, loss of production and any redesign or development expenses.

This list excludes the costs of possible court action if products cause injury or death. Abbott says that the maximum damages awarded in the UK for an injury to a single person was more than £400,000 in 1981. In the U.S. it is much higher.

Abbott points out that many companies are mistaken in their belief that all their product risks are covered by their product liability insurance.

He says that most product liability insurance has serious limitations.

Abbott says that while it is possible to extend cover to exclusions, there are few underwriters or brokers who get involved with this type of risk.

* Product Recall Management Guide, available from Product Safety, 5 Bridle Close, Surbiton Road, Kingston upon Thames, Surrey. Price £125.

ICL spans the great divide

done the metal fabrication, assembly and complete wiring of a control unit.

The men are now graded as technicians with staff status. This is in line with the aim of David Dace, the division's director, to give everyone at the plant staff status. "The division between hourly paid and staff is bloody ridiculous," he says.

The training has involved one day a week at a local technical college based on training programmes provided by the Engineering Industry Training Board—modified to suit ICL workshop needs—together with in-house training provided partially by the Manpower Services Commission.

The company concedes that it will take some time for men to build up speeds in jobs they are not used to doing and there will still be an obvious preference to place jobs on the basis of "horses for courses".

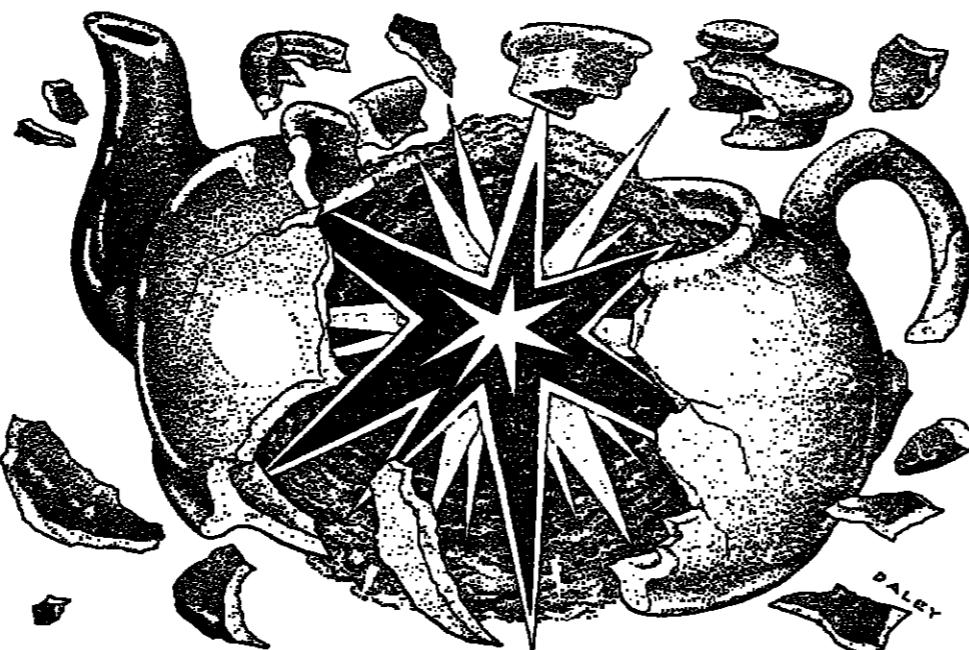
Stan Kirby, who was the electricians' union convenor during talks on the scheme, says the men were initially worried that the company just wanted more flexibility to allow further manpower reductions, but says the men took to the retraining enthusiastically.

The men have been rewarded by a payment of 6 per cent on their basic rates for acquiring new skills and another 4 per cent will be paid when they complete a much shorter course, just starting on basic planning and quality control.

John Philbin, the workshop's manager, says the men benefit from staff status, more security and more rewarding work and have made themselves more "saleable" on the labour market. He also points to a competitive spirit bred by the training programme.

That such a change at ICL is un kommt to the snail pace at which some productivity advances are taking place in Britain. Trevor Sumner of the ETB says that in his North-West region very few companies have even tackled the division between electrical and mechanical trades and have abandoned attempts at breaking it. Many companies, he says, are still finding it difficult to introduce flexibility even within the mechanical trades framework.

Nick Garnett



is there any form of mandatory recall for dangerous products?

While recalls are voluntary in the UK, there are two industries which have special relationships with Government on the issue of hazardous products—transportation, particularly the car manufacturers and pharmaceuticals. Both industries have voluntary codes of practice which are closely monitored by the Departments of Transport and Health respectively. Many companies in these industries have highly developed recall systems.

Another sector with highly-developed recall systems is the tool industry, particularly the supermarket chains, which are often able to implement so-called "silent" recalls. This can occur when products are still in warehouses or just on the shelves, and withdrawal can be achieved without publicity.

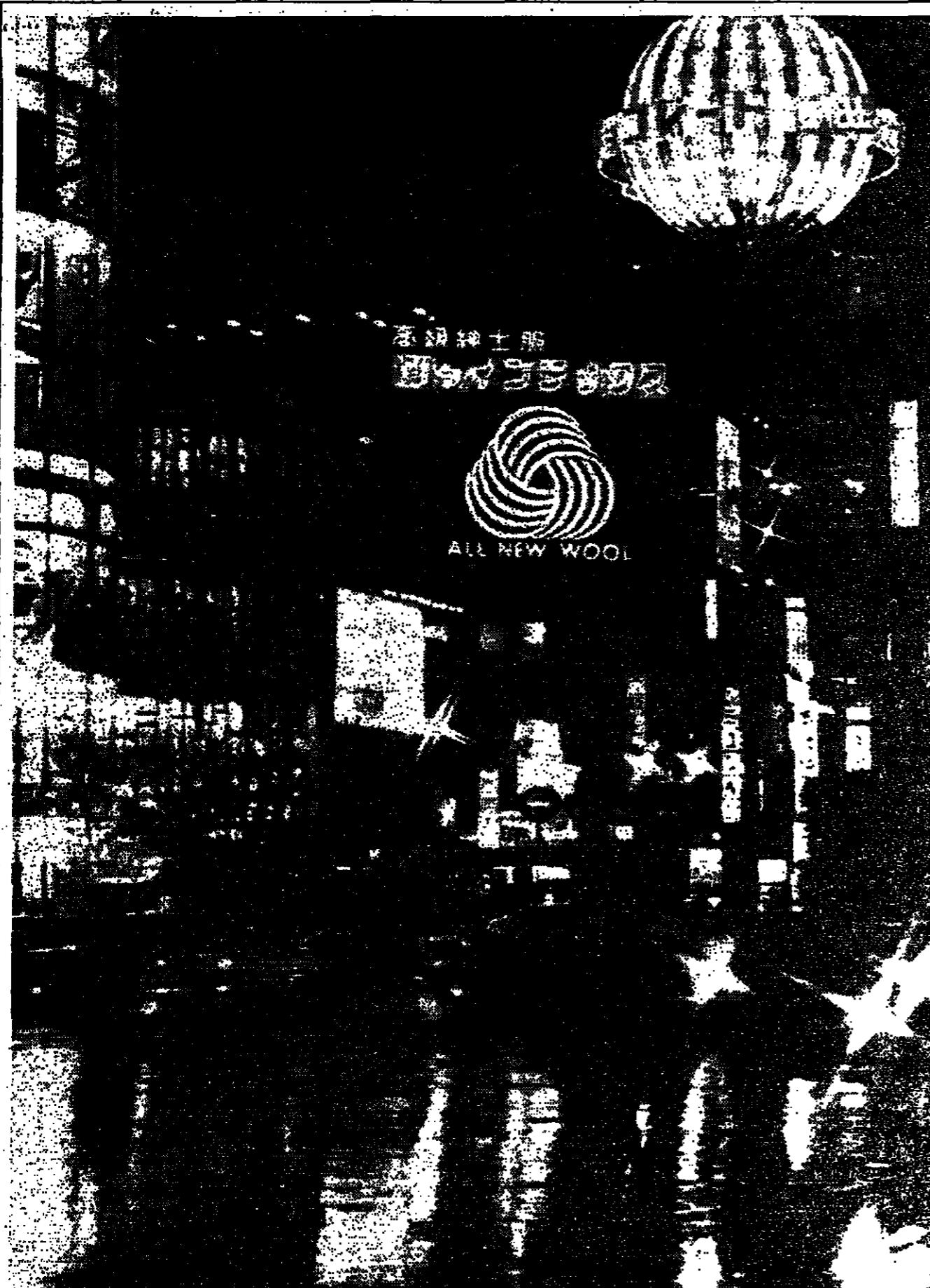
Two of the most recent recalls in the UK have concerned the Sinclair Research computer company and the hand tools manufacturer Black and Decker.

In March this year Sinclair recalled 28,000 of its ZX Spectrum computers because of a fault in a power pack. The Black and Decker recall, which happened last year, involved about 100,000 units—almost a year's production run—also because of an electrical fault.

Breakthrough

The exercise has not penetrated the company's manufacturing plants and ICL concedes it would be much more difficult to do that. The division's management sees it, though, as a practical breakthrough on flexibility and job training, the progress of which has been watched closely by ICL's management.

As a result of a 44-week training programme the division now has former wiremen capable of, and actually doing, sheet metal work, spot welding and lathe operating, fitters carrying out wiring work and welders soldering printed circuits. The men have also had training in the different branches within the mechanical or electrical group of trades to which they were formally attached. As a sign of the work shop's new cost and time saving job flexibility one fitter has



How Raytheon software helps the Woolmark make the international scene.

Up in lights on Tokyo's Ginza or sewn into a label in London's Savile Row, the Woolmark must be protected. And this is the job of the International Wool Secretariat (IWS).

When this organization decided to computerize, it chose Data Logic, a Raytheon company headquartered in the U.K., to supply system and software design.

That system now helps IWS monitor and disseminate new developments and techniques in the manufacture and care of wool, and keeps textile producers and retailers abreast of the latest trends in fashion, styling, advertising, and promotion. It also assists in tabulating and interpreting market research, economic analysis, and sales forecasting.

Yet this is just one example of Data Logic's long experience in computer systems, embracing a great variety of applications.



In the U.K. alone, these range from evaluating the performance of students in the Army Apprentices College, to a nationwide distributed processing network for England's largest independent dairy, all the way to a computer-controlled operations system for the world's largest refrigerated container facility.

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FOR INFORMATION ON DATA LOGIC: Data Logic Limited, 29 Marylebone Road, London NW1 5JX, England. Tel. 441/486-7288.

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The British Petroleum Company p.l.c.

(Incorporated in England under the Companies (Consolidation) Act 1908. Registered No. 102498)

The Application Lists will open at 10 a.m. on Friday 23 September 1983 and will close at any time thereafter on the same date. At any time prior to the announcement of the basis of allocation the Bank of England may agree with the Underwriters that, by reason of a material adverse change in relevant conditions, this Offer should not proceed, in which event no allocations will be made and the underwriting agreement will terminate. The whole of the issued share capital of The British Petroleum Company p.l.c. ("BP"), including the Ordinary Shares now offered, is listed on London on The Stock Exchange. The information given herein with regard to BP and its subsidiaries ("the BP group" or "the group") has been supplied by its Directors. The Directors have taken all reasonable care to ensure that the facts stated herein relating to the BP group are true and accurate in all material respects and that there are no other material facts the omission of which would make misleading any statement herein, whether of fact or of opinion, relating to the BP group. All the Directors accept responsibility for the accuracy of the information given herein.

This Offer is made on the basis of English law, by which all contracts resulting from applications hereunder shall be governed. No person receiving in any territory outside the United Kingdom a copy of this Offer and/or an Application Form may treat the same as constituting an invitation to him nor should he in any event use such Application Form unless in the relevant territory such an invitation could lawfully be made to him without compliance with any unauthorised regulation or other legal requirement. It is the responsibility of any person outside the United Kingdom wishing to make an application hereunder to satisfy himself as to full observance of the laws of the relevant territory in connection therewith, including the obtaining of any governmental or other consents which may be required or the compliance with other necessary formalities, and pay any transfer or other taxes requiring to be paid in such territory in respect of Ordinary Shares acquired by him under this Offer.

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130,000,000 Ordinary Shares of 25p each of

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DETAILS OF THE OFFER FOR SALE

In 1977 and 1979 HM Government reduced its holding in BP by means of public offers for sale and in 1981 sold the rights to which it was entitled under the rights issue made by BP. HM Government now holds 38.85% of the BP Ordinary Share capital (including the Ordinary Shares which it acquired from the Bank of England in 1982). This Offer will result in HM Government's holding being reduced to 31.73%. HM Government has no plans at this stage to sell any more of its present holding in BP and will not do so in the next two years.

The issued Ordinary Shares of BP are fully-paid and identical in all respects. The Ordinary Shares now offered will be sold ex the interim dividend payable on 17 November 1983, on which basis all Ordinary Shares are now quoted. Under the Articles of Association of BP, voting rights are only available to new holders one month after registration unless the Directors determine to reduce this period.

No application will be accepted from any person without a declaration that the application is not with a view to the making, within any part of or to nationals or residents of the United States of America, its territories or possessions, or within Canada, of any distribution within the meaning of relevant Securities laws.

A Registration Statement incorporating a US Prospectus has been filed with the US Securities and Exchange Commission. US nationals and residents are not prohibited from making applications provided that they obtain a copy of the US Prospectus and give the required declaration. In the United States copies of the US Prospectus can be obtained from Morgan Guaranty Trust Company of New York, ADR Department, 30 West Broadway, New York, New York 10015 (telephone (212) 587-6018).

Procedure for Applications

All shares for which applications are wholly or partly accepted will be sold at the same price (the "Striking Price"), which will be not less than the minimum tender price of £4.05. The Striking Price may however be higher than the minimum tender price.

A person applying for not more than 1,000 shares may make either a Tender Application or a Striking Price Application. A Tender Application means an application at the minimum tender price of £4.05 per share or at any higher tender price per share which is a whole multiple of 1p chosen by the applicant. A Striking Price Application means an application under which the applicant does not have to decide at what price he should tender but will be deemed to have tendered at the Striking Price.

A person wishing to make a Striking Price Application should write the words "Striking Price" in the appropriate box on the Application Form.

A person applying for more than 1,000 shares must make a Tender Application.

Applications must be for a minimum of 100 shares and thereafter for multiples of shares as follows:

No. of shares applied for	100 - 500	500 - 2,000	2,000 - 10,000	10,000 - 20,000	20,000 and over
Must be a multiple of	50 shares	100 shares	500 shares	1,000 shares	5,000 shares

A person proposing to apply for shares who is in any doubt as to the course he should take should consult his bank manager, stockbroker, solicitor or other professional adviser.

The purchase price is payable in two instalments. The first instalment of £2.00 per share is payable on application.

A separate cheque or banker's draft for £2.00 per share, drawn in sterling on a bank in and payable in the United Kingdom, the Channel Islands or the Isle of Man, made payable to the Bank of England and crossed "Not Negotiable — BP Shares", must accompany each application.

Applications must be made in accordance with the conditions set out herein and the instructions contained in Application Forms. Tender Applications lodged without a price being stated will be deemed to have been made at the minimum tender price. All cheques are liable to be presented for payment and Letters of Acceptance and surplus application moneys may be retained pending clearance of cheques. The right is reserved to reject, in whole or in part, any application regardless of the price tendered or deemed to be tendered. Furthermore, except as provided below under "Employee Applications", a person may not make:

- (i) more than one Striking Price Application; or
- (ii) both a Striking Price Application and a Tender Application; or
- (iii) more than one Tender Application at the same price.

Accordingly, any multiple applications or suspected multiple applications (other than Tender Applications at different tender prices) are liable to be rejected or aggregated.

Applications, which will be irrevocable until 4 October 1983, must be made on the Application Forms provided and should be lodged by post or by hand so as to be received by 10 a.m. on Friday 23 September 1983 with the appropriate Receiving Banker by reference to the initial letter of the (first-named) applicant's surname (or, in the case of a corporation, to the initial letter of its name) as follows:

A-D Barclays Bank PLC, New Issues Department, PO Box 123, Fleetway House, 25 Farringdon Street, London EC4A 4HD

E-K by post: Lloyds Bank Plc, Registrar's Department, Goring-by-Sea, Worthing, West Sussex BN12 6DA
by hand: Lloyds Bank Plc, Registrar's Department, Issue Section, 111 Old Broad Street, London EC2

L-Q Midland Bank plc, Stock Exchange Services Department, Mariner House, Pepys Street, London EC3N 4DA

R-Z National Westminster Bank PLC, New Issues Department, PO Box 79, Drapers Gardens, 12 Throgmorton Avenue, London EC2P 2BD

Alternatively, applicants for whom it is more convenient to submit applications to a Receiving Banker in Scotland may lodge applications by post or by hand so as to be received by 10 a.m. on Friday 23 September 1983 with:

The Royal Bank of Scotland plc, New Issues Department, PO Box 86, 34 Fettes Row, Edinburgh EH3 6UU.

Applicants may also lodge their applications by hand in envelopes addressed to the appropriate Receiving Banker and marked "BP Shares" not later than 3.30 p.m. on Thursday 22 September 1983 at any of the following addresses:

ABERDEEN	Bank of Scotland, 53 Castle Street, Aberdeen Clydesdale Bank PLC, 5 Castle Street, Aberdeen The Royal Bank of Scotland plc, 150 Union Street, Aberdeen	BRISTOL	Bank of England, Wine Street, Bristol Lloyds Bank Plc, 27 High Street, Cardiff
BELFAST	Allied Irish Banks Limited, 2 Royal Avenue, Belfast Bank of Ireland, Registration Department, Moyle Buildings, 20 Calleender Street, Belfast Northern Bank Limited, Donegall Square West, Belfast Ulster Bank Limited, Investment Section, 82-86 High Street, Belfast	CARDIFF	Bank of Scotland, The Mound, Edinburgh
		EDINBURGH	Bank of England, 26 St. Vincent Place, Glasgow Clydesdale Bank PLC, 30 St. Vincent Place, Glasgow
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		LEEDS	Bank of England, 31 Castle Street, Liverpool
		LIVERPOOL	Bank of England, Faulkner Street, Manchester
		MANCHESTER	Bank of England, Pilgrim Street, Newcastle upon Tyne
		NEWCASTLE	Bank of England, 31-33 High Street, Southampton
		SOUTHAMPTON	

Employee Applications

Special Application Forms are being made available to employees of BP and its United Kingdom subsidiaries who may apply on such a Form at the Striking Price for 100, 150, 200 or 250 Ordinary Shares. Such applications should be lodged by post or by hand with the Bank of England, New Issues, Watling Street, London EC4M 9AA so as to be received by 10 a.m. on Friday 23 September 1983 (or lodged by hand in envelopes addressed to the Bank of England, New Issues and marked "BP Shares", at any of the addresses outside London at which public applications may be lodged by 3.30 p.m. on Thursday 22 September 1983) and will be accepted in full. An employee may also make a Striking Price Application or Tender Applications on public Application Forms.

Striking Price and Basis of Allocation

The Striking Price may be set above the minimum tender price if both:

- (i) Tender Applications at or above the Striking Price have been received for at least half the Ordinary Shares now offered for sale; and
- (ii) Tender Applications at or above the Striking Price, together with Striking Price Applications, are accepted in respect of all the Ordinary Shares now offered for sale.

In other circumstances the Striking Price will be the minimum tender price.

The Striking Price will not necessarily be the highest tender price at which sufficient Tender Applications, together with Striking Price Applications, are received in respect of all the Ordinary Shares now offered for sale.

Tender Applications at prices above the Striking Price and Striking Price Applications will be eligible for preferential consideration. The right is reserved to apply different bases of allocation to, and at differing levels of, Tender Applications and Striking Price Applications; this may involve no preference of allocation at particular levels.

Tender Applications at a price lower than the Striking Price will be rejected.

Commission

A commission of 0.5p per share will be paid to recognised banks and licensed institutions (within the meaning of the Banking Act 1979), to Trustee Savings Banks, to National Girobank and to members of The Stock Exchange of the United Kingdom and the Republic of Ireland on acceptances in respect of applications (other than special employee applications) bearing their stamp. However, no payment will be made to any person who would receive a total of less than £10.

Acceptances

Letters of Acceptance, including instructions for payment of the final instalment, will be posted to successful applicants at their risk. If an application is not accepted, the amount paid will be returned in full and, if any application is accepted only in part, the surplus application moneys will be returned in full, in each case by cheque through the post at the applicant's risk.

Letters of Acceptance will be renounceable, in accordance with the instructions thereon and subject to due payment of the final instalment, until 3 p.m. on 10 February 1984. Failure to make payment of the final instalment payment liable to forfeiture and the acceptance liable to cancellation. However, late payment of the final instalment may be accepted, in which event interest may be charged on a day-to-day basis on any overdue amount accepted at a rate equal to the London Inter-Bank Offered Rate for seven day deposits in sterling ("LIBOR") plus 1% per annum. Such rate will be determined by the Bank of England by reference to market quotations, on the due date for the relevant payment, for LIBOR obtained from such source or sources as the Bank of England shall consider appropriate.

The Stock Exchange is expected to authorise dealings to commence in partly-paid form shortly after the basis of allocation is announced. Dealings prior to receipt of Letters of Acceptance will be at the applicant's risk. A person so dealing must recognise the risk that an application may not have been accepted to the extent anticipated or at all.

After expiry of the period of renunciation, shares represented by fully-paid Letters of Acceptance will be registered in the names of those entitled thereto and share certificates will become available on 23 March 1984.

HISTORY AND BUSINESS OF BP

BP was incorporated in 1909 and adopted its present name with effect from 4 January 1982. Although HM Government has since 1914 had a substantial shareholding interest, BP has always been managed and operated as a private business enterprise. HM Government has recently reaffirmed its intention to maintain its relationship with BP in a way which does not breach the traditional practice of non-intervention in the administration of BP as a commercial concern.

The BP group is the largest industrial concern in the United Kingdom, the second largest in Europe and the fifth largest in the non-communist world, on the basis of 1982 sales. It is engaged in all phases of the petroleum industry, including exploration, production, transportation, processing and marketing of crude oil, petroleum products and natural gas. The BP group has pioneered the discovery and development of oil in several important oil producing areas, including the North Sea and Alaska, and is currently exploring in 27 countries. It also has substantial investments in minerals and coal and investments in a range of other interests. Its activities are organised into four principal businesses (oil and gas exploration and production; oil supply, refining and

marketing; chemicals manufacture and distribution; and minerals exploration and production), five smaller businesses (gas processing and marketing; coal production and marketing; supply of animal feedstuffs and breeding stock; manufacture and marketing of detergents; and computer and communication systems development and operation) and a division engaged in developing existing commercial activities and investigating investment opportunities. Overall control is exercised by a corporate head office. Both head office and the departments.

The BP group's interests in the United States consist primarily of its 53% interest in The Standard Oil Company, an Ohio corporation ("Sohio"), and its interests in the Trans Alaska Pipeline System. In balance sheet terms the United States at 31 December 1982, Sohio is managed separately from the other businesses.

Justicia 15/84

FINANCIAL AND OTHER INFORMATION RELATING TO BP**1. Nature of financial information**

The financial information contained herein does not amount to full accounts within the meaning of section 11 of the Companies Act 1981. Full accounts relating to each financial year from which the financial information has been derived have been delivered to the Registrar of Companies. BP's audited half-year reports under section 14 of the Companies Act 1981 in respect of each such set of accounts and each such report was an unqualified report within the meaning of section 43 of the Companies Act 1980. The financial information for the six months ended 30 June 1982 and 1983 is based on BP's published unaudited interim results for January-June 1983.

The abridged financial information given below follows the format prescribed by the Companies Act 1981, as used in BP's 1982 Annual Report and Accounts. Additionally in 1981 the income statement presentation was revised to classify production taxes as an operating expense. The financial information for the earlier years has been restated to take account of the above changes in presentation.

2. Group income statements

The following is a summary of the income statements of the BP group, on the historical cost basis, for the five years ended 31 December 1982 and for the six months ended 30 June 1982 and 1983:

Figures, except where otherwise indicated, in £ million

	1978	1979	1980	1981	1982	Six months ended 30 June (unaudited)	1982	1983
Turnover	14,278	18,243	20,555	25,755	29,326	14,218	15,529	
Operating expenses including production taxes	13,167	15,309	17,866	23,456	27,049	13,216	14,378	
Other income	1,111	2,934	2,799	2,287	1,002	1,151		
Operating profit	224	328	503	787	362	307		
Interest expense	1,325	3,262	3,293	3,086	2,959	1,364	1,468	
Profit before taxation	471	405	432	654	594	357	305	
Taxation	854	2,857	2,881	2,432	2,305	1,007	1,153	
Profit after taxation	272	760	811	1,103	517	827		
Minority shareholders' interest	592	2,087	1,902	1,621	1,202	490	526	
Profit before extraordinary items	148	476	487	549	486	239	293	
Extraordinary items (Note (i))	444	1,621	1,435	1,072	716	251	293	
Profit for the year	444	1,621	1,435	1,018	712			
Distribution to shareholders	87	274	322	363	370			
Retained profit for the year	347	1,347	1,113	656	342			
Earnings per Ordinary Share (Notes (ii) and (iii))	28.1p	102.6p	89.9p	63.9p	39.4p	13.8p	16.1p	
Dividends per Ordinary Share (Notes (iii) and (iv))	6.358p	17.500p	20.250p	20.250p	20.250p	6.25p	7.00p	

Notes:

(i) Extraordinary items

Closure and reorganisation costs

Reclassification of inaccessible oil

The credit for the reclassification of inaccessible oil arose from a review of the accessibility of all group oil as a result of which oil, previously capitalised at original cost, was transferred from fixed to current assets at current value.

(ii) The calculation of earnings per Ordinary Share is based on profit before extraordinary items less preference dividends related to the weighted average of Ordinary Shares in issue during the relevant period. The figures for the years 1978-1980 have been adjusted for the 1981 rights issue.

(iii) Earnings and dividends per Ordinary Share for 1978 have been restated to reflect the conversion and sub-division of each £1 unit of Ordinary Stock into four Ordinary Shares of 25p each in 1979.

(iv) The dividend per Ordinary Share for 1979 excludes a special dividend of 1.917p paid in that year. The dividends shown for the six months ended 30 June 1982 and 1983 are the interim dividends (amounting to £1.14 million and £1.28 million) declared on 2 September 1982 and 1 September 1983 respectively.

(v) Due to the uncertainties in computing taxation for a period of less than a year, the amounts shown for taxation for the six months ended 30 June 1982 and 1983 represent the best estimates for those periods.

3. Source and application of funds

The following is a summary of source and application of funds of the BP group, on the historical cost basis, for the five years ended 31 December 1982 and for the six months ended 30 June 1982 and 1983:

	Figures in £ million	1978	1979	1980	1981	1982	Six months ended 30 June (unaudited)	1982	1983
Funds generated from operations	1,814	2,342	2,883	2,975	4,075	1,671	2,262		
Capital expenditure	972	1,172	1,773	3,079	3,856	1,624	1,631		
Acquisitions	109	442	425	1,258	96	—	23		
Dividends paid (including minority shareholders)	115	217	356	472	556	340	354		
Funds generated or (required)	618	511	329	(1,834)	(433)	(293)	254		
Financed by:									
Shares issued			146	603	21				
Finance debt	(289)	(287)	553	733	(130)	493	(647)		
Liquid resources	(319)	(224)	(1,028)	482	553	(200)	372		
	(618)	(511)	(329)	1,834	433	(293)	(254)		

4. Group balance sheets

The following are summarised balance sheets of the BP group, on the historical cost basis, at 31 December 1982 and 30 June 1983:

	Figures in £ million	31 December 1982	30 June 1983	Notes:	31 December 1982
Fixed assets				(i) Finance debt	£m
Intangible assets—exploration expenditure	1,049	1,387		Due within one year	2,694
Tangible assets	13,141	13,751		Due after one year:	
Investments	1,310	1,377		Due within 2 years	285
	15,500	16,515		3 years	284
Current assets				4 years	441
Stocks	4,803	4,001		5 years	266
Debtors	4,381	3,857		6 to 10 years	1,306
Investments	1,198	777		10 years	1,260
Cash at bank and in hand	382	431			3,842
	10,784	9,166			6,536
Creditors—amounts falling due within one year					
Finance debt (Note (ii))	2,694	1,972			
Other creditors	6,080	5,319			
Net current assets	1,990	1,875			
Total assets less current liabilities	17,490	18,380			
Creditors—amounts falling due after one year					
Finance debt (Note (ii))	3,842	4,135			
Other creditors	1,429	1,451			
Provisions for liabilities and charges	613	665			
Net assets	11,606	12,139			
Minority shareholders' interest	2,960	3,183			
BP shareholders' interest	8,646	8,956			
Represented by:					
Capital and reserves					
Called up share capital	466	468			
Share premium account	887	906			
Reserves (Note (iii))	7,293	7,582			
	8,646	8,956			

Finance debt at 31 December 1982 of £6,536 million includes £2,954 million in respect of Sohio.

(ii) Reserves

Reserves at 30 June 1983 include a credit for exchange adjustments since 31 December 1982 of £124 million and the deduction for the interim dividend of £128 million declared on 1 September 1983.

(iii) Capital commitments

Authorised future capital expenditure by group companies at 31 December 1982 was estimated at £5,800 million including approximately £305 million for which contracts had been placed.

(iv) Contingent liabilities

There were contingent liabilities at 31 December 1982 in respect of guarantees given by BP to third parties entered into as part of arrangements arising from the ordinary course of the group's business, upon which no material losses were considered to be likely to arise.

A claim for \$108 million has been brought by Abu Dhabi Gas Liquefaction Company Limited, against BP International, and others, claiming damages for a number of losses which are alleged to have arisen from the construction of a liquefied natural gas plant on Das Island. The claim is considered by BP to be excessive and the action is being actively defended by all the defendants. It is not possible at this stage to estimate whether any liability will fall upon BP International or, if so, its extent.

5. Recent developments**(a) Interim results**

On 1 September 1983 BP announced its unaudited interim results for the three months and the six months ended 30 June 1983. The following is extracted from that announcement:

	April-June	January-June	Notes:	31 December 1982
1982	£m	£m		£m
Profit before extraordinary items	160	219	251	293
Historical cost basis				
Replacement cost basis (after adjusting for current cost of sales less minority interests)	149	283	251	484
Current cost basis	55	163	61	193
For the second quarter of 1983 the profit of the group before extraordinary items was £219 million on the historical cost basis and £283 million on the replacement cost basis.				
The improved results compared with the first quarter arose primarily with oil trading. North Sea production activities together with the group's share of income from Sohio continued to be the major contributors to profits. In Chemicals losses continued at the reduced level seen in the first quarter. Other business results were not significantly changed.				
Sohio's contribution to group profit on the historical cost basis was £148 million compared with £113 million in the first quarter. The total of £261 million for the half-year was slightly below the contribution of £275 million in the first half of 1982.				
Capital expenditure for the half-year was £1,631 million, similar in total to the corresponding period of 1982. BP Exploration's expenditure on development of production facilities fell following completion of the Magnus platform whereas Sohio's expenditure increased as a result of the acquisition for \$364 million of exploration leases in the Gulf of Mexico. Expenditure was funded entirely from group internal resources.				
In the first quarter announcement reference was made to extraordinary items for 1983 arising from the disposal of downstream interests in Canada and the ending of Sohio's abrasives manufacturing operations. Further extraordinary costs are expected to arise mainly from the rationalisation of the group's remaining interests in Canada. Taken together these items will not result in any material gain or loss for the year.				
(b) Magnus field				
The Magnus field came on stream on 14 August 1983 and at 13 September 1983 was producing at approximately 73,000				

THE ARTS

Architecture/Colin Amery

All a matter of taste

It was Dr Johnson who thought that taste was to do with the "new blow bubbles of the day." He would certainly feel that about the provocative exhibition that has just opened at the Bollerhouse in the Victoria and Albert Museum. *(Taste—an exhibition about values in design at the V and A until November 24.)*

Stephen Bailey has decided that taste is now the vogue subject despite the fact that it is impossible to define, organise or present as an exhibition. He takes the subject head on as far as it relates to the selection of the objects that make up our immediate environment. Perhaps wisely for an exhibition centre devoted to materialism and its artefacts—indeed even to the idea of consumerism—he has decided to ignore literature, the cinema, art, the theatre as serious influences and concentrate on THE OBJECT.

Treating objects as icons the exhibition is arranged to show a "good taste" objects on plinths and the "bad taste" objects on top of dustbins—but that some things are better designed than others. The exhibition does not show or even try to show why this is the case. We know that taste is choice and one would certainly be exercising taste if one liked all the badly designed objects in the show.

The grand tour is seen as an early exercise in the acquisition of informed taste but the compilers of the exhibition seem to sneer at the production of plaster copies of the antique because this meant the "mass production of taste."

The 19th century brings mass production with a vengeance and with it a spreading of vulgarity—exemplified by a pair of ears made from the stuffed heads of two humming birds. An elaborate American sofa of the 1860's is shown as a terrible warning—you begin to sense what is coming... Here it is,

a quotation from Le Corbusier is written on the wall: "Modern design is intelligence made visible." Well, that is highly debatable proposition but you cannot say that in this exhibition that it is seen as the underlying truth. But a brac of all kinds smacks of excess and jokiness but a simple oil can or safety razor is good because it relates closely to its function. Stephen Bailey is a wonderfully old-fashioned character, convinced that the application of economy and serviceability will produce designs for objects that will then become examples of "good taste."

There is one area in this show which has been treated with quite unpardonable contempt—and that is architecture. The model for part of the TV-am building by Terry Farrell and the design for the Portland office building by leading American architect Michael Graves are both included in the show.

What a curious and peculiar show this is: very much to be seen as an undergraduate joke—playing with ideas and with the public in a manner that leaves one feeling very dubious about the standards of taste and scholarship now prevailing at the Bollerhouse.

Taste of a different kind is to be found in an exhibition organised by the British Architectural Library at the Heinz Gallery, 21 Portman Square, London W1 (open Mon to Fri 11.00 am to 5.00 pm, Saturday mornings 10.00 am to 1.00 pm until October 29).

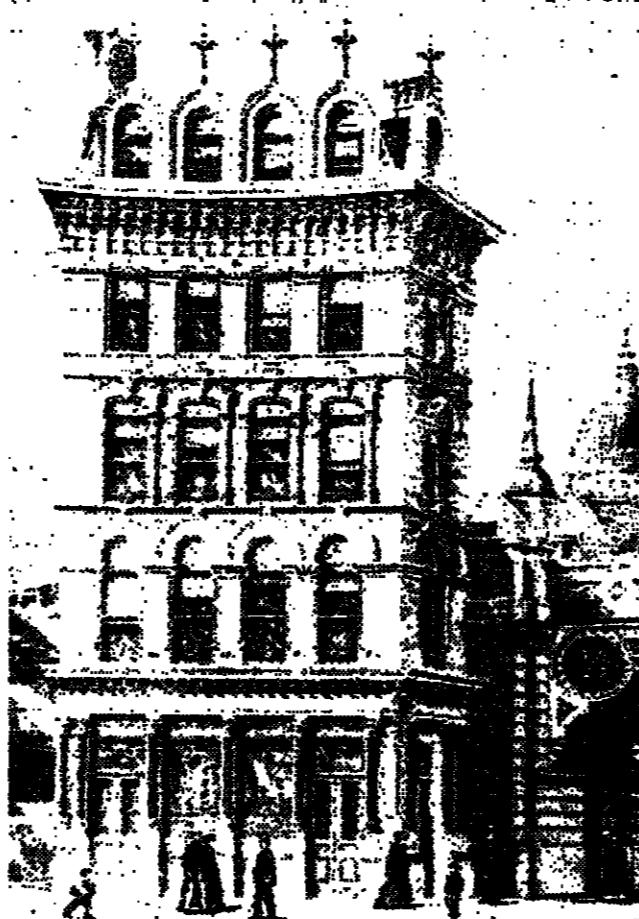
Bricks and Beer looks at the design of the English pub from 1830 to 1939. It is a good survey, much enlivened by the funny examples of pub glass, tiles, terra-cotta and even china beer pullis. Decoration was all and the organisers are right to

point out that the late Victorian pub was a refuge from the drab nature of every day life. Surely that is still true today. It is a joyful show dealing carefully with the kind of architectural fantasy world that only happens in England. Aesthetic judgment has to be suspended to the only sadness is the poverty of the later designs and the real lack of vigour in our modern pubs.

Until October 1, there is an opportunity to see one of the largest exhibitions of modern British architecture ever assembled in the capital. Called *New Developments in Historic Towns*, it is at new galleries in 21 Holborn Viaduct, Suffolk Street, London SW1 and is a sponsored show by the British Property Federation. It contains a range of recent town developments in model form and plans and perspectives and is deeply informative about the level of British commercial architectural design.

That level is low. These schemes are, with few exceptions, insensitive to the cities in which they stand, unsightly and irrelevant. Every single person involved in property development in this country should see this exhibition.

It is a good exhibition.



King Lud, Ludgate Circus, by Lewis Isaacs, c. 1870.

Sadler's Wells Ballet

Clement Crisp

The two young dancers leading the performance of *La Fille mal gardée* at the Wells on Saturday afternoon were as sumptuous in command of their roles as even the most matinée-resistant heart could wish.

Luncheon turor was dispensed by the signs of Sandra Madwick and Michael O'Hare—alert, gifted—slipping out in this matinée, tooting along effortlessly, right, the pastoral lavers and dancing with a freshness that kept the choreography ever ebullient. The darting, buoyant Miss Madwick, with her prettily rounded arms and her soaring jump, plays like in engaging style, character and dance unclouded, and if, at a few moments she is not mettlesome in giving a step the clarity and polish with which Nadia Nerina first endowed it, the role yet lives and touches our hearts, Nerina-fashion.

Mr O'Hare, making his London debut as Coïs, is precision itself when dealing with the dance, and he has superannuated charm for the character. I liked very much the brightness with which he cut the steps in the first ribbon-dance, bringing a speed and brilliancy few other interpreters have shown there. Throughout the action his natural, eager playing confirms him as a dancer-actor of unaffected gaiety and easy grace; there is a quickness and a generosity of feeling in his interpretation of demiacaractère heroes—Coïs, Franz, the Young Painter in *Two Pigeons*—that wins all his audience's sympathy.

Also notable at this performance was David Bintley's Alain. I suppose there must be a role to which he will not enhance, to which he will not bring some entirely apt realisation of his eccentric or dramatic possibilities, but I have yet to see it. His Alain, on this occasion had a nervous energy that did not seem at odds with the poor simpleton's sideways-on approach to life and love. The solo in the first scene had more physical vivacity than I have seen with any other interpreter. Here Bintley, the choreographer showed his mettle, the last implication in the steps was joyously revealed. (I detected, though it may be a tiny embellishment by Mr Bintley, a fleeting reference to Wilson, Keppel, and Betty's "Egyptian" manner, and a minuscule cymbal step.) Manic enthusiasm coloured the reading, and some pathos. The character was never submerged in jokes, and this Alain's exit from the farmhouse in the third scene, pulled along by his father, had a brief and splendid moment when Mr Bintley suddenly escaped and returned to make a last offer of the engagement ring before being finally whisked away. It was funny, touching, true; and it is why Mr Bintley is a character-artist of rarest distinction.

The Sadler's Wells dancers were at their best in this work, the sense of happy ensemble playing so central to the company's identity, clear to see and to enjoy.

The new reference tool will

Birds of Passage/Hampstead

Martin Hoyle

In a sub-Mike Leigh suburban living-room Chekhovian longings work themselves out to a descent of domestic comedy à la *George and Middled* with a dash of *New Society* and a touch of Orton's (and before him Coward's) reliance on proper names to provoke laughter. ("If you want to know what England's really like come out to Chichester.") If "spot the influence" seems an unfair game to play with a young author, Hanif Kureishi has enough to say to deserve a volume of his own.

He prompts literary allusions. David, the head of the household, is an old-style humanist-socialist who gave his school-leaver daughter the works of William Morris, and nicknames the affluent Pakistani lodger Oblomov. His responsibility, presumably, for the now adult daughter to observe with the earthy immediacy of

for our benefit, two characters bought her time and intensity of experience." When Mr Kureishi remembers he's a good writer he trips into portentousness, as in the exit line, the solemnly meaningless "something has more value than other things."

Redundant, David sells his home to the lodger. A smooth operator from a privileged background, Asif has a fling with David's sister-in-law, the archetypal *nouvelle riche*, and eventually employs her husband, a businessman facing ruin. The play ends with the housekeeper, Asif having eight Indians lined up as unwilling victims of impending local race violence.

The family disperses in effectually one to America. The slamming door has a symbolic ring.

Much of this is funny. One forgives a creaky opening where

Arts news in brief

The Arts Council has approved 27 jazz bursaries of between £240 and £1,250. These were selected from a total of 93 applications.

Sixteen of Britain's leading jazz musicians will take part in a concert on Friday, September 23, at the Elizabeth Hall in London to celebrate the 40th anniversary of the professional debut of pianist Stan Tracey.

The musicians will be featured in five of the musical ensembles Tracey has performed, broadcast and recorded with during the past 10 years. These will be the big band, an octet, sextet and quartet and the duo of Tracey with reedman Tony Coe.

Welding together the elements of the evening will be Ronnie Scott who, as well as acting as compere, is likely to play in the big band.

To coincide with the concert, which starts at 7.45 pm, Steam Records is releasing its 10th album, called *Stan Tracey Now*.

The 1983 Cheltenham Festival of Literature will run from Sunday, October 9 until Saturday October 15. The bill includes

A. J. P. Taylor on *History as Literature* and Malcolm Bradbury on *The Modern American Novel*.

The Sotheby Lecture will be given by Raymond Williams, on *Writing in the Late Twentieth Century*; and the Shakespeare Lecture by Kenneth Muir, on *The Betrayal of Shakespeare*.

Following the success of its sponsorship last year Mitsubishi Electric (UK) who market TV, audio and video equipment in this country, is again sponsoring the English String Orchestra for a major British tour.

The orchestra, which changed its name from the Vivaldi Chamber Ensemble this year, will be performing a series of concerts in 11 towns throughout England and Wales during October and November.

The tour starts at the Guildhall, Cambridge on October 4, and subsequently visits Chichester, Bath, Farnham, Wigmore Hall (London), Buxton, Norwich, Cheltenham, Chichester, Swansea, and Mold.

With Jean-Philippe Collard to assist them in Faure's two piano quartets, the formidable Pasquier Trio delivered their all-French programme on Saturday with stern panache. Their address is less a matter of persuasive seduction than of frontal attack—power, confident sweep, thought-mind style. I finched a little at the beginning of each quartet as the unison strings tore into the big tone over Collard's hard-driving piano, but it was exciting; and the broad proportions of both works were sharp and justly carved.

Collard's piano-detail was scrupulous, though his treatment of the winsome tune in the earlier scherzo was a touchy bit. In fact they played the First Quartet last year—presumably because of its franker charm, but surely a mistake: we should have found our feet more easily with the more oblique Second had it followed, for it takes its starting-point

from Faure's earlier essay. At least the Second gave ample opportunity to admire the cool expressive poise of Bruno Pasquier's viola, before he and Collard relinquished the platform to Régis Pasquier and Roland Pidoux for Ravel's astoundingly refined Sonata for Violin and Cello. That got a strong performance, not very expansive but studious with hard insights.

Both in the Sonata and after the interval in Rousset's string Trio, his last completed work,

there were passing suspicions of false pitch. They hardly smudged the crisp Sonata, but the Trio is full of Rousset's most rarefied late harmonies, and the doubtful tuning sometimes made them opaque. The cool, athletic Pasquier style suited the piece very well, however, and it was good to hear this neglected music. In general the Pasquier Trio boasts that lucky combination of marked individual personalities with single-minded ensemble that marks the best chamber teams.

Cyrano de Bergerac/Barbican

Michael Coveney

Leading actors work much harder at the Royal Shakespeare Company than they do at the National. In *The Pit*, Antonia Sher is giving his joyously daemonic double act of *Bulgakov's Molie* and *Molière's Tartuffe*, while the main house company is brilliantly led by Derek Jacobi as Benedick, Prospero and Cyrano.

I doubt if Jacobi's heroic deeds have been matched in London since the great periods of the Old Vic, just after the War and in the mid-1960s. On Saturday night, at the 17th performance of *Cyrano* (the *Amadeus* of 1987) since it opened in late July, the audience, myself included, rose to its feet in a spontaneous ovation for a performance of stories as romantic as flourished in steel. The great thing about this Cyrano, apart from the nose which happily endows the star with a strikingly Goliathian profile, is its self-knowledge.

This quality is mainly revealed in the wit and brio of Anthony Burgess's translation which invests Rostand's war horse with an unaccustomed lightness and intelligence. It zips along from the opening scene where Cyrano splendidly demolishes a ridiculous actor. Cyrano is a man of many parts, poet, soldier and loyal friend. But he is also a fine dramatic critic and even the inventor of science fiction. While the young Christian is

wedded offstage to Roxane, he diverts the interfering spoil Comte de Guiche, a glittering, authoritative personification by John Carlisle of *Bulgakov's Molie* and *Molière's Tartuffe*, while an extraordinary cabaret of an Irish spaceman.

Christian, in Burgess's phrase, is a "nonytious" cursed with a "pretty face" and despite suffering his Delish insults, Cyrano puts his poetic gifts at the youth's disposal in order to win Roxane for him. In Terry Hand's magnificent production, the comic prompting in the balcony scene gives way to Cyrano's lyrical surrogate wounding, Alice Krieg, in her best performance since joining the company, stands aloft shrouded in a folio canopy as Cyrano's romantic poison works its spell. The staging of the scene is later followed with the more organised confusion of Raguenau's pastry shop where the patron—another notably fine and very amusing performance by Pete Postlethwaite—delivers some inspired Burgess doggerel as the almond tarts are prepared in the kitchen.

Postlethwaite is the reverse side of the poetic coin, like Cyrano, a comic with nothing to celebrate except death. This gives him both comic robustness and good reason to be decorously interested in Cyrano's exploits.

Cyrano's final flourish of his white plume of celibacy ("There's a kind of panache in virgin vows") is rendered with a heart-stopping conviction. There is, after all, very little that is more poignant than the social penalties exerted by society from our inability to match our innate instincts to public expression.

The tragedy of unfilled longing is one shared by Christian, Roxane and the Count, as well as by its chief embodiment, Jacobi's unforgetable Cyrano.

Last Night of the Proms/Albert Hall

Andrew Clements

A Prom season of unexpected high quality and interest ended on Friday and Saturday in the usual, predictable way without much distinction. Beethoven's ninth symphony is an immovable piece on the penultimate night; this time it was entrusted to the London Symphony Orchestra and Chorus, conducted by Ferdinand Leitner.

Leitner had brought Haydn's B flat symphony No 93 as an opener: an inauspicious beginning, heavy footed, with muddy articulation. The orchestral sound was thick and lifeless; woodwind solos lacked grace and wit and energy was sorely lacking in the outer movements. When the Beethoven began it similarly showed little sign of inner life. The first movement bore almost no weight or intention.

One surprise at least was

Pasquier Trio & Collard/Wigmore Hall

David Murray

With Jean-Philippe Collard to assist them in Faure's two piano quartets, the formidable Pasquier Trio delivered their all-French programme on Saturday with stern panache. Their address is less a matter of persuasive seduction than of frontal attack—power, confident sweep, thought-mind style. I finched a little at the beginning of each quartet as the unison strings tore into the big tone over Collard's hard-driving piano, but it was exciting; and the broad proportions of both works were sharp and justly carved.

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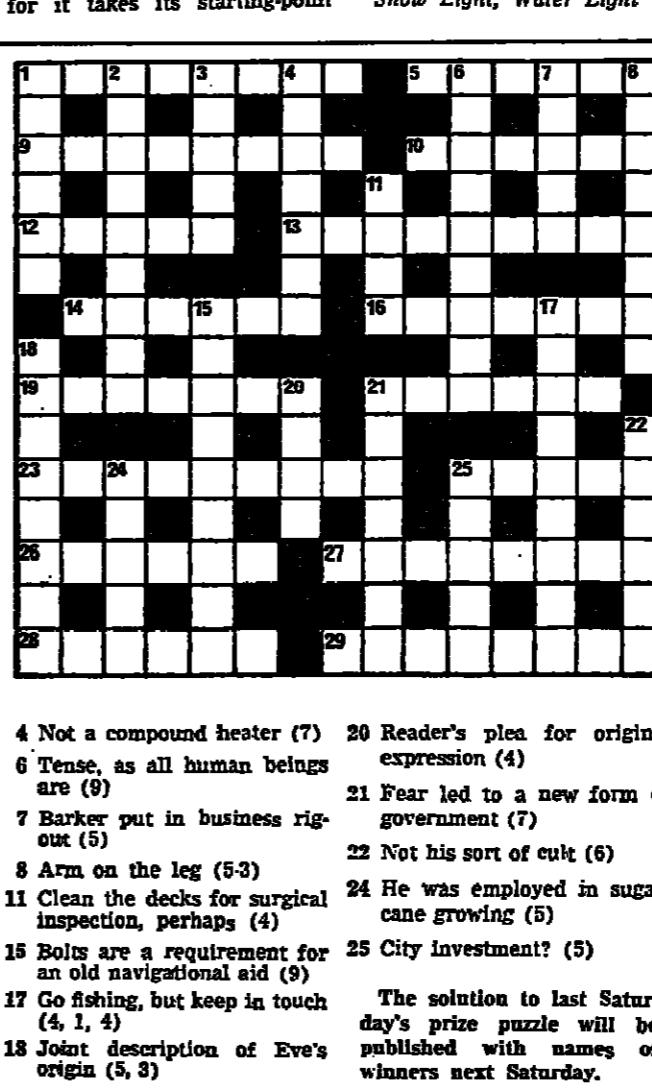
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Frances Horovitz with drawings by Paul Stangroom will be published in *Bloodaxe Books* in time for the reading, profits on sales of the book will be given to the fund.

Among poets donating their services are Fleur Adcock, Alan Brownjohn, Gavin Ewart, Roger McGough, Adrian Mitchell, Alan Sillitoe and Ken Smith.

Solution to Puzzle No. 5,218



The solution to last Saturday's prize puzzle will be published with names of winners next Saturday.

World value of the pound every Tuesday in the Financial Times

Arts Guide

Music

LONDON

Carlo Maria Giulini returns to London this week to conduct the Philharmonia Orchestra in Bruckner's 8th Symphony (Sun, Wed). Royal Festival Hall (028 3841).

Jorge Bolet, Brahms, Rachmaninov, Liszt, Elizabeth Hall, Sunday (028 3841).

London Philharmonic Orchestra, conductor Klaus Tennstedt, Linda Eder, Anne Sofie von Otter, Barbara Bonney and Robert Lapid in two performances of Beethoven Symphonies Nos 8 and 9 (Mon, Tues). Royal Festival Hall (028 3841).

London Symphony Orchestra, conductor Richard Hickox: Brahms, Vaughan Williams, and soloist Michael Ball playing Gershwin's

FINANCIAL TIMES

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Monday September 19 1983

A threat to multinationals

UNITARY taxation, now spreading through individual states of the U.S., takes hold in the rest of the world, it will pose a real threat to the continued operations of multinational companies.

Under the system of unitary tax, a host country or state does not tax the earnings of a subsidiary company registered within its borders. It instead claims a share of the parent company's global profits. It derives this share from some calculation of the proportion of the multinational's total business that is transacted locally.

The idea has some superficial appeal. It is clear that multinationals companies try to minimise their aggregate tax bills. The use of tax havens as collecting points for revenue is another multinational practice. The manipulation of prices at which goods and services are transferred between subsidiaries offers another means whereby group profits can be steered towards low tax areas. It is extremely difficult to police transfer prices—this, indeed, is one reason why the unitary tax system has found favour as a means of assessing state taxes within the U.S.

Maximum tax

But the main reason is not the pursuit by states of "fair" tax but of maximum tax. As a result of the tax revolts of the late 1970s, and the economic slowdown, states have had their revenues squeezed in the last few years. The pressure on them has been exacerbated by the legal requirement to run balanced budgets. Mr Reagan's initiative on "New Federalism," which imposed new financial obligations on states, has further increased their appetite for funds. The growth of unitary taxation is primarily a means to increase taxation on a corporate sector which has no vote—except, in the long-term, with its feet.

The quest for maximum tax means that unitary tax is applied both internally and arbitrarily. Each state is free to choose a formula that is biased in its own favour and invariably does so. California, for instance, with high labour

costs and property values, derives its share of profits through a formula based upon property, payroll and sales. A developing country, in contrast, would tend to focus upon its share of a group's employees.

If unitary taxation became widespread the cumulative result could be a prohibitively high tax charge on a multinational company's global earnings.

Case against

This case against unitary tax does not imply that states or countries should be condemned to be exploited by multinational management in the interest of some greater good. Many countries still have plenty of scope to apply direct taxes on the payrolls, investments and turnovers of local subsidiaries. Tax on profits generally constitutes only a small part of the fiscal benefit of a company to its host country. The rapid growth of investment incentives and subsidies designed to attract industrial investment to regions of the developed world testifies to this.

On balance the ineradicable element of tax avoidance by multinationals is probably an acceptable price to pay for the continued operation of such companies in a world that has yet to develop a global tax authority. Such companies undoubtedly help in sustaining free trade. They promote an efficient international division of labour, and allocate investment resources appropriately, and with appropriate expertise.

This is the justification for the pressure now being exerted on the U.S. Administration by Britain and other western countries to support U.S. legislation that would stop the trend in the U.S. towards international unitary taxation. The legislation would not prevent unitary tax from being practised within the U.S., but would prevent it from being levied on profits outside the country. If international unitary taxation is allowed to become an established practice it could pose yet another obstacle to resumed growth in the world economy.

Comparability creeps back

"PAY IS a matter for the market place and social needs are the province of the social security system." The assertion comes not from Dr David Owen, leader of the Social Democratic Party at last week's SDP annual assembly at Salford, but from a senior Treasury official rejecting Civil Service union pay for the low-paid last year.

The outcome of that pay round was, of course, that the higher-paid came out best; the market place had little to do with it. This time the broad target limit has been pared to 3 per cent—officially described as an aggregate provision to cover increases resulting from future pay settlements in case anyone should mention it as a pay norm—and the Civil Service unions will continue to press the cause of the lower-paid. Are we any nearer to reconciling sensitivity to the market and an explicit target of this kind?

The trouble with targets is that they tend to set a floor to the pay round, notwithstanding the obfuscating language about provisions and aggregates. It follows that there is bound to be some drift: the 3 per cent figure is probably compatible with a 4.5 per cent outcome and will still provide protection for real incomes if the wider official expectation that overall numbers will be reduced further than the Government's present target proves correct.

CBI enthusiasm

On the positive side, upward pressure on wage rates is likely to be particularly strong at this stage of the recovery in the private sector, so the Government's target can exercise some restraining influence on private-sector pay rates. No doubt that helps explain the enthusiasm of the Confederation of British Industry for the latest figure. And for any Chancellor content to settle for a public-sector outcome at the bottom end of the private-sector range, there is a temptation to extol the virtues of the market place while putting off the onset of the virtuous drift.

Everyone knows that this cannot go on for ever. And after successive years in which civil servants have lagged behind the private sector and suffered a heavy loss of morale, comparability is beginning to creep back into the picture. While the process of negotiation over the Megaw Committee's proposals for a more market-related system is in its

early stages, the Treasury is discussing a deal with the unions whereby the Office of Manpower Economics would be asked to collect data on pay movements outside the Civil Service for the 1984 negotiations. Information about recruitment and staff retention would also feature.

Whether this will amount to much in practice remains to be seen since the pay data would apparently be aimed at "informing rather than constraining" negotiations. But it could provide a modest dry run for the pay information board proposed by the Megaw Committee, which is now the subject of longer-term negotiations between the Treasury and the Civil Service unions.

Hurdles After initial concern in the Cabinet that giving responsibility for pay comparisons to such a board could ultimately lead to a loss of control over pay rates, the Treasury appears not to be averse to the idea. The obvious game plan for the Government is to aim for an improved Megaw-style comparability system, but one which starts from a lower base so that the likelihood of a clash with civil service pay limits is reduced. Factors like promotion expectations and productivity would no doubt provide the Treasury with some flexibility in negotiation.

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Men & Matters

Cheats at work

Gerard Mars, the anthropologist who claims to have been the first to uncover publicly the "black economy" this morning takes his investigations a disturbing stage further.

Disturbing, that is, if you happen to be one of the 90 per cent of the work force who Mars estimates are regularly fiddling their employers—by means ranging from using the office phone for personal calls to organised theft of raw materials.

"Most of these 'criminals' do not regard what they are doing as remotely blame-worthy," he points out in his new book "Cheats at Work," (Unwin paperbacks), published this morning.

I can report, however, as in common crime, there are various gradations of fiddlers. Mars isolates four distinct types.

Hawks: Like their feathered counterparts, these are individuals who bend the rules in organisations to suit themselves. These are the entrepreneurs, the innovative professionals, and the small businessmen.

Donkeys: These are the losers of the swindling bunch. Such people are supermarket cashiers, machine minders or bus conductors who set their own back for their isolation from society by penalising it financially.

Wolves: This group, in contrast to the donkeys, work—and steal—in packs. Teams of dock workers, for example, are wolves since they have a hierarchy, ordered and internal controls. Like real-life wolves they know who their leader is and punish their own deviants.

Vultures: These need group support but also act on their own. Travelling salesmen are vultures as are waiters. But the classic examples of vultures are delivery drivers, linked by a common employer, workbase

and task, but also with considerable freedom and discretion during their working day.

As for journalists, one would think that they clearly came into the vulture category. Not so, says Mars, your average journalist is clearly a hawk. Well, hawk, vulture, same sort of thing.

Zero rating

In Norway it increasingly seems the case that the more you are worth the less tax you are likely to pay.

Injustices in the Norwegian system are spotlighted this time each year when local tax officers publish lists of assets and incomes declared, and taxes paid. Usually every list contains some so-called "zero payers."

On cursory glance at the latest returns suggests that the more prosperous the district the more zero payers are to be found.

Willy Øvesen, chief inspector of taxes, has warned that if matters continue in this direction the day will come when the tax net will catch only salaried employees.

A zero taxpayer, a survey report is more likely to drive a BFKW. Mr Øvesen is a cabin cruiser and a holiday cottage as well as a large detached house in an exclusive district.

On trick, it seems, is to finance these goodies by borrowing. All the interest paid on the loans can then be deducted from taxable income.

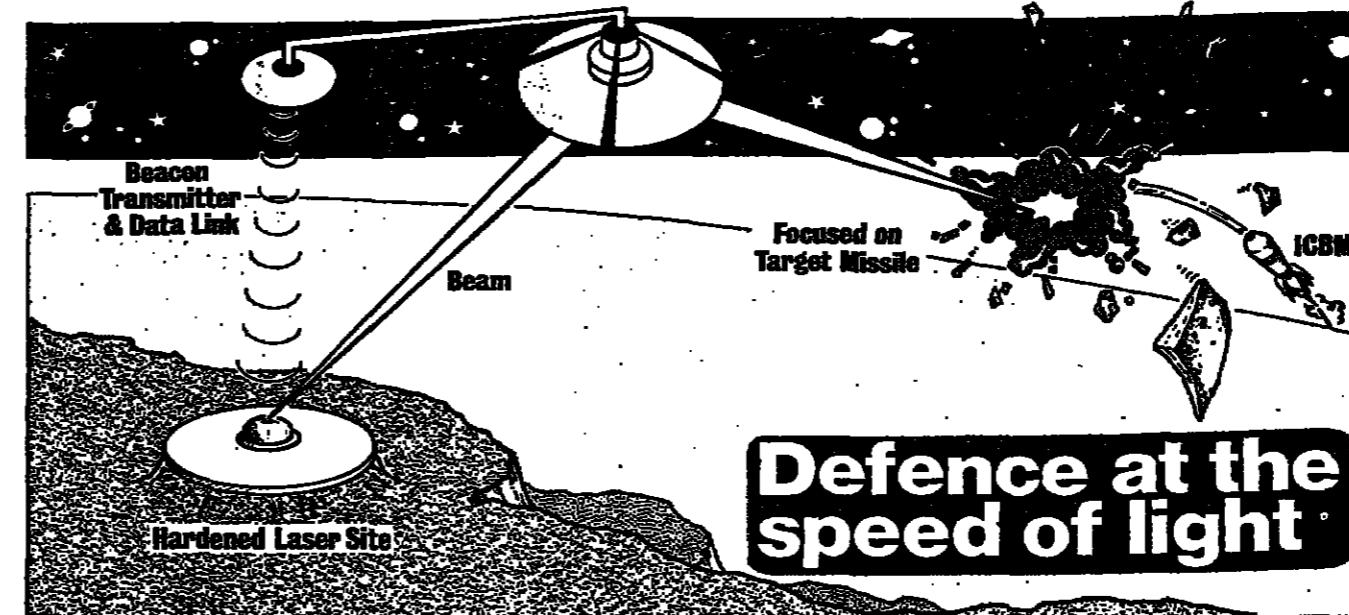
Video welcome

When some 400 of the world's top industrial film makers, and the companies that support them, meet in London this week they will find that the Confederation of British Industry has arranged for a welcome evening of the traditionally strict rules under which prize-winning

REAGAN'S 'STAR WARS' MISSION

Thunderbolts of the future

By David Fishlock, Science Editor



Defence at the speed of light

is ever to come together into a realistic weapon system.

Mr Donald Kerr, who as Secretary for Energy, has Cabinet responsibility for nuclear weapon laboratories has few doubts that a concerted U.S. effort on beam weapons would bring the Russians to the disarmament talks in a much more co-operative spirit about limits on weapon stockpiles.

But another important pressure for a major national research and development programme comes from a widespread belief that technological leadership the U.S. is thought to have lost to Japan and Europe, even to the USSR in some areas such as the space station.

A top-level study of U.S. national laboratories has strongly urged that the three nuclear weapon laboratories, diverted into alternative energies during the 1970s, should refocus on their primary task.

Increasingly, that task may emerge as the "defensive nuclear weapon." This is a phrase just gaining currency in the nuclear weapons community. It relates to a programme called Excalibur managed by the Lawrence Livermore National Laboratory in California. Excalibur harnesses the energy of small nuclear weapons to pump a laser and generate a beam of X-rays, of shorter wavelength and therefore more deadly than other death rays. The idea is that in the brief interval before the entire laser evaporates, the beam might be directed in turn at a host of distant targets, with devastating effect.

Exasperated enthusiasts for beam weapons even accuse the U.S. of coming to the "Star Wars" label deliberately to discredit the whole idea. Certainly the White House would like to be rid of the label.

"What disturbs me about the scientific community's response is the number of people who have postulated what they thought the President said, and then proceeded to demolish it," Dr Kerr says.

Of the four technologies, the one he feels most confident today of developing into a credible ABM sub-system is the beam weapon. The toughest problem, as he sees it, is battle management, for the system must operate at speeds which preclude human intervention.

Dr Robert Cooper, director of the Defense Advanced Research Projects Agency (DARPA), the Pentagon's own R and D arm, has been involved with beam weapons since the 1960s.

Locked in a file in his Arlington office is a copy of a report written in 1959 on ABM defence which, he says, outlined the problem they still face today.

In a nutshell, this is how to destroy with a high degree of certainty droves of incoming ballistic missiles (ICBMs) that need a scant 1.800 seconds to reach their target.

Identically, Dr Cooper says you want to kill them during the "boost" phase, before they have released their warheads to multiply your problems by another big factor, and certainly before they get over your own territory. The boost phase lasts only about 450 seconds.

What has changed in the past quarter-century is the power of numbers still swamp such a system? Nuclear weapons are a remarkable cost-effective kind of weapon. A warhead costing \$1m can do damage costing \$1bn. No other weapon in history has been able to match this economy.

Armed with slower weapons, any ABM system is easily swamped simply by launching more nuclear warheads. As Dr Donald Kerr, director of the Los Alamos laboratory, points out, the President was asking whether a system based on beam weapons was within sight which let the West move away from stockpiling more nuclear weapons.

At Sandia National Laboratories, managed by Bell Laboratories for the U.S. Government, they are probably as knowledgeable as any centre in the world of the damage beams can do. Dr Al Narath, executive vice-president, says:

"I learned a long time ago that it's a fundamental mistake for any technical person to say 'it's not possible' unless it violates fundamental principles—which is not true here."

Nevertheless, Dr Narath acknowledges that the Fletcher Commission faced a very difficult task. Bell, Apollo and the Manhattan Project, cited as examples of highly successful efforts to harness U.S. scientists to major national goals, had clearly defined objectives, respectively to land man on the moon and to make a nuclear weapon. Both were basically engineering exercises.

It is very difficult to state the goal of the kind of national effort President Reagan is suggesting. He said he wants to "embark on a programme to counter the awesome missile threat with measures that are defensive." But translate that into the goal of leak-proof umbrellas and the numbers become impossible, Dr Narath says. He believes that the best the Fletcher Commission can do is to pinpoint the numerous technologies that now need support if the technology of beams

on the earth's surface, not on space platforms, leaving only the mirrors needed to steer the beams to their targets out in space.

Dr Teller also believes firmly that the U.S. should not try to do it alone, and so isolate itself from its allies behind a beam umbrella. It should be a Nato project. For such a technologically demanding venture "we are limited more by excellent manpower—by ideas—that we are limited by anything else."

But Dr Teller believes that all the talk of Star Wars is designed to discredit beam weapons. "Space is a nonsense." The President himself made no reference to space, he points out. Dr Teller believes that the complex technology of beam ABM weapons with its panoply of associated technologies will have to be installed on the earth's surface, not on space platforms, leaving only the mirrors needed to steer the beams to their targets out in space.

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On the subject of videos, anyone who has taken a taxi ride through central Lagos recently can testify to the booming market in Nigeria.

Dozens of pirated video tapes are thrust through the car windows by over-eager hawkers, covering the entire cultural spectrum from the Royal Wedding to Emanuelle.

At the official end of the business, though, the going has been getting tougher, with drastic import restrictions, increased customs duties, and a whole range of economic austerity measures pushing up prices.

So Kaye Abraham, a major Nigerian importer of electronic goods (not to mention a sideline in helicorders) decided to expand in another direction, by setting up a video business in Britain.

"The UK is about the best spot to start a video business now," he said at the opening of a new shop in London's Edgware Road at the weekend. "Nowhere in the western world do you have such a phenomenal growth of turnover."

Truth to tell, it is not the British who are buying video tapes at £40 to £60 a time. About 80 per cent of the business is for export, to Africa and the Middle East.

Another first at this year's congress will be a new prize awarded by the European employers' body, UNICE, for the film or video which best promotes the European idea through industrial cooperation, achievement in research and production, training schemes, or informing the public.

A further change in the judging rules that will please advertising men is that sales and marketing films will be allowed to compete in all the award categories.

Long pull

A reader in Baghdad tells me that when she went to an Arab dentist to have a tooth out he told her that it would cost the equivalent of £30.

She said: "But that's ridiculous. My husband has to work 'Missie,' the dentist replied. "If you like it, I will take two hours."

Observer

Cognac Hine
THERE NEVER WAS A BETTER TIME TO DRINK YOUR BEST COGNAC



FROM SCOTLAND TO FLORIDA

Rodime runs to stay ahead

By Guy de Jonquieres



Hugh Routledge

Dr Norman White, Director of Engineering, and Mr Malcolm Dudson, Director of Marketing, at their Scottish launching pad in Fife

THIS IS a success story of a kind which seems to happen every other week in California's Silicon Valley. A small group of managers breaks away from a large electronics manufacturer to pursue a new product idea. With venture capital backing they set up in business. In less than three years, they establish themselves among the leaders in a growing world market, take their company public and get rich.

The difference is that in this case all the people involved are British, except for one ex-patriate American hooked on the British way of life; and the launching pad for their enterprise was not Northern California but central Fife in Scotland.

Their company, Rodime, is heading for sales of \$20m in the year to September 30. More than half its turnover comes from the U.S., where it has already won a solid reputation in the computer industry. It is also something of a hot property among American investors. It has raised about \$37m in two equity issues on the U.S. Over-the-Counter (OTC) exchange and is currently valued at almost \$150m.

Today, Rodime is poised to make a further thrust which, if it succeeds, should assure its place in the big league. It has signed up with a new partner over its competition in developing a second-generation product which seems set for the same sort of explosive sales growth enjoyed by the personal computer industry.

Rodime designs and makes rotating disc memories (whence it takes its name). The devices store large amounts of data which can be fed into, and retrieved from, computers in a fraction of a second.

The idea for the company was first mooted in 1979 by four senior employees at the periphery plant of Burroughs, the U.S. computer manufacturer, in Glenside, Fife. The managing director, Scots-born Alan Dr. Leonard J. Brownlow, an American, decided to go it alone partly because they felt that Burroughs was not moving as fast as it could to exploit opportunities in the market for smaller computers. (Burroughs has since closed its plant, which is a few hundred yards away from Rodime's headquarters.)

The scale of their project required financing well beyond their own resources. But find-

ing sympathetic investors to put up seed money proved a struggle at first.

Mr Mervyn Brown, finance director, says today that many prospective backers then lacked the technical skills to appraise what was after all a high-risk venture. "There's no real precedent for this kind of thing in Britain," he says. "So investors were not prepared to believe it could happen."

The breakthrough came at a meeting with Mr Geoff Taylor, head of TDC Developments, then part of the Finance for Industry group and since renamed Investors in Industry, owned by the Bank of England and major British clearing banks.

He agreed to put up about \$850,000—the largest unsecured loan ever made by TDC. But first, he encouraged the founders to rewrite their business plan, which had originally been to make more conventional, "floppy" disc drives. Instead, they decided to attack the then embryonic market for small, rigid disc drives offering much higher performance.

The team included two PhDs in physics and two qualified accountants with a well balanced mix of experience in the design, development, engineering and production of computer memory. By the last, a marketing man, At Mr Taylor's suggestion, they recruited Mr Malcolm Dudson, previously marketing director of Data Recording Instruments, a National Enterprise Board subsidiary.

Two weeks after the TDC deal was signed in October 1980, Mr Dudson was on the road, selling a product which did not yet exist. His first stop was California, where he set up shop in a friend's kitchen. "In those days I was the galactic salesman. I even thought of having it printed on my business card," he recalls.

Back home in Scotland, the development team threw themselves into a frantic race of activity to meet the deadline. In less than six months, they came up with a product which was technically considered to be six months to a year ahead of Western Europe. "Our marketing philosophy was that we'd take coal to Newcastle and sell in the U.S.," Mr Dudson says.

"There was room for a competent team to start up if they moved fast enough."

Rodime saw its chance in a new type of 51-inch diameter rigid disc, which would meet demand for extra storage capacity from the rapidly-growing numbers of small computer users. Until then, rigid discs existed only in sizes of 8 inches and above and were used mainly in larger computer installations.

Seagate, a recent U.S. start-up company, had just started to pioneer the market. Rodime judged that it had to have a and simplify assembly. That also helped to cut manufacturing costs, a key consideration in exporting to the U.S. which imposes a 6 per cent tariff on imported computer peripherals. Soon afterwards, the company launched a second range of 51-inch units, offering still higher performance. Mr James Porter, who publishes an annual survey of the disc market in the U.S., estimates that Rodime will be ready to start selling in the U.S. in early 1984.

Rodime's success might seem an encouraging omen for British high-technology entrepreneurship; some entrepreneurs viewed it privately as a lonely struggle against a conservative system which still seems to prize job security and a leisurely lifestyle above aggressive risk-taking.

"Accountants in Britain tend to dwell on all the pitfalls of starting a new business," says Mr Brown, a qualified accountant himself.

There is disappointment, too, that local industry has not so far geared itself to supply more components. Most high-value precision parts, including heads, discs and electric motors, are bought from American and Japanese suppliers.

When Rodime went public last autumn, it chose the U.S. OTC market, on the grounds that it offered more liquidity and sophistication than Britain's fledgling Unlisted Securities Market. It has no

plans to seek a listing in the UK at present.

Doubtless, it would all have been much easier in California. But Eastern Scotland, as well as being where the founders want to live, offers another important advantage—a stable labour force.

Unusually, in an industry

rife with public relations razzmatazz, Rodime does not exactly court publicity. (Dr Brownlow, its chairman and managing director, declined to speak on the record for this article). But the founders' original combined stake of less than \$50,000 in the company is now worth almost \$40m on paper, several appear bemused and slightly embarrassed by their wealth.

Plotting future expansion is, in any case, absorbing much of management's time. Until recently, Rodime avoided growth after really large orders because it lacked adequate production capacity.

Now it is ready to stalk big U.S. manufacturers, including IBM, whose immensely successful personal computer operation is based just down the road from Rodime's site in Florida. It is also seeking more business in continental Europe, which currently accounts for only about 15 per cent of sales.

To spearhead its next growth phase, Rodime is counting on a new 31-inch disc drive, a larger than an ear radio. It announced the product last March, well ahead of its competitors, and recently entered production.

Rodime's lead, though it only a few months, should give it a critical head start in persuading computer manufacturers to adopt its drive as a standard.

The company is ready for the orders when they come: it plans to build up production as fast as possible to 300,000-400,000 units a year—treble its recent output of 51-inch disc drives. Some of the machines will be made in the Florida plant after it comes on stream early next year.

Even more, however, the company is starting to think about the stage after that. "This isn't a business where you can start a product, run it for 20 years and you can then die," says Mr Brown. "You've got to keep bringing out new products or the old ones will die."

The third in an occasional series. Previous articles appeared on September 5 and 12.

Lombard

False alarms on UK economy

By Samuel Brittan

THOSE OF us who use radio

alarms face a difficult dilemma. Do we have it tuned to the news and comment programme and risk waking up to a torrent of words or to all too familiar sub-

jects? Or do we instead tune in to Radio Three, the BBC's mainly music channel?

My personal compromise is to speak in the music programme, but in time for the news summaries, hoping to absorb it all subliminally. Unfortunately this compromise strategy has been spoilt for me by news summaries which, especially on a Monday morning, extract in half-baked form any pieces of bad news that can be found in "City" forecasts, to which ridiculously exaggerated importance is attached.

I suppose those who prepare these forecasts think they are dealing a cunning blow at Thatcherism, or fighting the battle for unreconstructed Keynesianism. Dr David Owen's speech at Salford had, by contrast, the outstanding merit of showing that it is possible to criticise the present British Government without infantile scaremongering. The main effect of the new bias is likely to be for me to shift the alarm five minutes forward so that I wake up to something pleasant, like a Haydn symphony.

Much more frequent than mere bias in the treatment of economic news is oscillation between optimism and pessimism. In early summer, following the Treasury's revised forecast of 2 to 3 per cent growth this year, the mood was optimistic. Then, following the fall in July retail sales and the June Industrial Production Index, together with these famous City forecasts, the pendulum swung to pessimism.

Now that the July retail sales fall has been revised away by the statisticians and the July Index of the Production of Industries shows a rise, a little more optimism is heard. "Good news for the Government" we are told—as if the health of the British economy were but a minor aspect of point-scoring in some imaginary continuing general election.

Fortunately, the actual economy does not oscillate as much as the monthly indicators. One of the first lessons I learned from my elementary statistics

course in Cambridge was that the month-to-month behaviour of the production or sales index is far too volatile to be anything other than utterly misleading.

A more realistic interpretation of the Production Index is to say that output this summer has risen 51 per cent up on the depression trough of early 1981 and has apparently been rising by about 2 per cent per annum.

But overall interpretation is difficult because of the unusually large discrepancy between the expenditure measure of real GDP, which suggests a rise of 34 per cent over a year ago, and the output-based measure which suggests less than half that rise.

The best evidence for at least a modest recovery, apart from the positive and optimistic economic revival, comes from the CBI survey and the unfilled vacancy figures. Industry's output expectations have shown a consistent, positive bias for seven months running, the first such experience since 1979.

It is of course possible that the moderate recovery will peter out next year; but this is not the view that is emerging from the Treasury's forecasting exercise. Whichever's greatest optimism is based partly on expectations of a faster international recovery and partly on giving more attention to the recent growth of money, liquidity and corporate profits. Some of the more optimistic advisers can see 21 to 23 per cent growth rates continuing right through to the end of 1984.

The main cloud on the horizon comes from the high real sterling exchange rate. The Government is still unpersuaded of the case for a stimulus either via a lower exchange rate or by fiscal means. But in current theory an interest rate drop is perfectly respectable and not regarded as a "reflation."

The growth of the narrower money supply of money is beginning to slow down enough to give the Government a fig leaf for dropping interest rates. But the real trigger will come when the U.S. dollar falls fairly sharply, which seems more and more likely. An interest rate cut will moderate sterling's rise against the dollar, while allowing it to fall against the continental currencies. But industry will suffer if we have to wait too long for all this to happen.

Letters to the Editor

Higher inflation—higher employment

From Mr H. Neuburger

SIR.—It was heartening to read (September 13) Samuel Brittan's tribute to Labour Party policy. The qualities I want to raise may seem clichéd, but the recognition that the U.S. has successfully followed some Labour Party recommendations on fiscal expansion is welcome.

Samuel Brittan is unable to decide whether it is fiscal or monetary stimulus which has brought about the expansion while U.S. experience is not illuminating. UK experience is. The UK course of 1980-82 was accompanied by consistent overshooting of monetary targets far worse than the U.S. So monetary expansion by itself does not stimulate output.

While there may be trouble ahead for the U.S. economy, it has yet to show any clear signs of this. It has certainly not justified the fears of those

monetarists who predicted that a large increase in the budget deficit would crowd out private expansion—pushing up interest rates and cause massive inflation. These things may happen, but they haven't yet. The only adverse effect so far is that the adverse effect so far is that the predicted by Keynesians of a large balance-of-payments deficit.

Samuel Brittan described a debate between Friedman and the New York Fed. This centres round whether the non-accelerating inflation rate of unemployment (Nairu) is below the current level of unemployment or whether it is too uncertain to use. To those of us who do not believe in the concept at all, the debate is irrelevant. These doubts are well expressed in his last paragraph. Here he presents the wish that wage settlements should be responsive to the level rather than the rate of change of unemployment. That is equivalent to the

reduction of the rate of unemployment.

I am happy to accept the facts that wage settlements respond more to the change in unemployment. That way we can for a short run cost of higher inflation reach a permanently lower level of unemployment. Nothing Samuel Brittan says has reduced the likelihood that this would be the result of current U.S. policies or of a policy of expansion.

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SECTION II - COMPANIES AND MARKETS

FINANCIAL TIMES

Monday September 19 1983

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ENI MOVE PRESAGES MARKET SHIFT

MYOPIC VIEW OF MONEY SUPPLY BLURS EUROMARKET VISION

INTERNATIONAL CREDITS

Domestic appeal for Italian borrowers

BY RUPERT CORNWELL IN ROME

COULD THE eminently successful and unprecedentedly large domestic lire financing arrangement for Eni earlier this month point to a relative shift in the attention of potential Italian borrowers from the international to the national capital market?

The question is being asked in the wake of the L1,000m (\$25m) package put together by 84 banks, led by the Banco di Roma, on behalf of the publicly owned energy agency. Such indeed was the welcome given to the planned facility - L675m as a straight financing and the remainder as a stand-by credit - that its amount was doubled from an initially envisaged L500m.

The Eni operation, the largest of its kind carried out in Italy, follows on the heels of an offering of L150m worth of five-year bonds in Milan by the Montedison chemical group, which was oversubscribed before lists even formally opened.

The appeal of this flotation undoubtedly reflected in part the much more positive view investors are now taking of the long-troubled Montedison. But also it is a measure, as was the outcome of the Eni financing, of the comfortable liquidity position of the Italian banking system.

But if there is a conscious shift from abroad to home as a source of finance, external considerations may not be without influence. Not least the extreme unpredictability of the dollar, in which some 70 per cent of Italy's total foreign debt is estimated to be denominated.

The most recent figures show that the country's total foreign debt had risen to \$55.5bn by August, compared with \$50.95bn at the end of 1982. Much of the increase appears to be at the short-term end, particularly in the months of April and May when opinion - later to be proved erroneous - was hardening that the days of the dollar's ascent were ending. The reverse, however, has been true.

BY PETER MONTAGNON, EUROMARKETS CORRESPONDENT, IN LONDON

ONE OF the worst - and most momentous - crises of dealers in financial markets has always been their tendency to become obsessed with particular news developments to the exclusion of everything else.

Last week this syndrome hit the Euromarket with a vengeance as bond dealers doggedly ignored several positive indicators to give full vent to their worries over a looming bulge in the U.S. money supply and this week's large

U.S. Treasury funding programme in New York.

No matter that the week began with news of an unexpected \$2bn drop in the M-1 money supply and that U.S. retail sales fell by 1.4 per cent in August. In a less neurotic market such developments would have aroused immediate expectations of a fall in interest rates and bond prices might have rallied.

Last week the market refused to go up and that was that. Said a dispirited West German banker on Friday: "We used to regard money supply watching as a curious American habit. Now it is an American habit. It's idiotic but true."

But when markets reach this pitch of obsession there is also a great danger that their reactions become capricious and unpredictable. An objective observer might well have been fooled on Monday into assuming that Eurobonds were ripe for a rally, but it was a trap for the unwary and Citicorp fell heading in with its \$100m, 11% per cent bond issued at par by Credit Suisse First Boston, Citicorp and Merrill Lynch.

Almost as soon as the Citicorp issue was announced the Eurobond market resumed its decline and the low coupon on the bond stood out like a sore thumb. There has been a surfeit of bank borrowing on the Eurobond market this year and these two factors helped the issue to slump to a discount of 3½ points by the close of business on Friday.

Last week's other bank issue, the \$80m bond for Sanwa launched on Wednesday, fared rather better closing at a discount of only 1½, but this issue was at the other end of the coupon spectrum with a general discount of 7½ per cent.

For investors in Eurobonds the market has become a minefield. If

one sector which did show some improvement last week was again that for floating rate notes which offer investors some protection against interest rate movements. Credit Suisse First Boston launched a \$250m FRN for Indonesia on Monday. This is not a particularly strong name for the bond market but the issue was fairly well received, trading on Friday at a discount of 1½ points, within its total

week after a slightly less than expected rise of \$5.5bn announced on Friday night? For the moment there is no way of knowing and as a result investors have virtually retreated to the sidelines, leaving turnover to dwindle and prices to stagnate.

At the end of the week there was some sporadic buying of high coupon issues at their lowest levels, but for the week as a whole price changes in all major sectors of the Eurobond market showed only minimal fluctuations.

New issue volume is also down on European Continental bond markets. In West Germany the lone new issue last week was a debut bond for Beatrice Foods, which attracted support despite a low coupon of 7½ per cent. Investors found the U.S. corporate name appealing and the bonds closed on Friday at a marginal discount of 1½. Today, Deutsche Bank is expected to bring the third issue in this month's calendar in the form of a DM 200m bond for Electrabel de France.

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In today's market borrowers have to offer something special to lure investors back. While the World Bank was tapping the Canadian market on Tuesday, the European Investment Bank launched a run-of-the-mill issue in the U.S. dollar sector. Those 11½ per cent bonds were stuck at a 2½ point discount at the end of the week.

Some of the central banks had factored into their calculations an

Brazilian creditors wary of fresh loans

BY PETER MONTAGNON

COMMERCIAL banks are coming under pressure to resume loan disbursements to Brazil now that the Government has signed its letter of intent to the International Monetary Fund (IMF).

The banks stopped disbursing immediate resumption of disbursements by commercial banks as soon as the IMF letter of intent was signed, but the Fund itself will not begin lending until its Executive Board has approved the new Brazilian programme in late October.

Meanwhile the Federal Reserve is understood to have told Brazil there is no prospect of a bilateral bridging loan from the U.S. at least for the time being.

The commercial banks are naturally reluctant to go out on a limb and become the first to resume lending to Brazil. Even if they did so Brazil's immediate commitments would take up all but about \$300m of the outstanding balance of the \$4.5bn loan which would still leave the country with substantial arrears on the crucial September 30 balance sheet deadline for U.S. banks.

Relief in the Eurocredit market that Brazil had finally agreed to swallow IMF medicine was thus mitigated last week by the prospect that it may be some time before debt service arrears now exceeding \$2bn can be reduced to manageable proportions.

CURRENT INTERNATIONAL BOND ISSUES																			
Borrowers	Amount m.	Maturity	Avg. life years	Coupon %	Price	Lead Manager	Offer yield %	Borrowers	Amount m.	Maturity	Avg. life years	Coupon %	Price	Lead Manager	Offer yield %				
U.S. DOLLARS								SWISS FRANCS											
Venezuela Petrus. 5	50	1980	7	4	100	Nikkei Secs		Swiss Co. **\$‡	80	1980	-	3½	100	Banca del Gottardo	3.500				
Citibanc. †	100	1990	7	11½	100	CSTB, Citicorp, Merrill Lynch	11.750	Fujikura **\$‡	40	1980	-	3½	100	UBS	3.375				
EB ‡	150	1983	8½	11½	100	SBIC, BNP, Deutsche Bank	11.875	Council of Europe ‡	100	1980	-	6½	100	Banca del Gottardo	6.125				
KEPCO ‡‡	50	1983	18	5½O	100	EA Asia, LBI		Hydro-Quebec ‡‡	100	1980	-	6	100	SBC	6.060				
Invener. ‡‡	50	1980	7	5½O	100	Monteiro Ind.		Alstom Electric Power **‡	100	1988	-	5%	100	SBC	5.994				
Swiss ‡‡	80	1980	5	12½	99½	Morgan Guar. Secs, Sanwa HK, Baring	12.431	EEC	100	1983	-	-	100	CS	6.000				
CANADIAN DOLLARS								CANADIANS											
World Bank ‡	75	1980	7	12½	100	Wood Gundy	12.250	Ned. Maatschappij. ‡‡	100	1988	5	9	100	NMB	9.000				
U.S.-MARKS								YEN											
Beatrice Foods ‡	130	1983	10	7½	100	Deutsche Bank	7.750	St. of Greece **‡‡	50a	1980	5½	8.6	99.60	LTCB, Somitomo Tst. and Banking Co.	8.825				
SWISS FRANCS								CNE **‡‡	50a	1983	9	8.5	100	NMB Secs.	8.681				
Tessender Schiedsrechts. **‡‡	35	1988	-	3½	100	SBC	3.500												
Reddit. **‡‡	25	1988	-	3½	100	SBC	3.575												

* Not yet priced. ‡ Final terms. ** Placement. † Floating rate note. O Minimum. 5 Convertible. Note: Yields are calculated on AIBD basis.

U.S. \$51,975,000

Electrowatt Finance (B.V.I.) Limited

(Incorporated with limited liability in the British Virgin Islands)

5% Convertible Bonds Due 1998

Guaranteed by, and convertible into Bearer Shares of



Electrowatt Ltd.

(Incorporated with limited liability in Switzerland)

Credit Suisse First Boston Limited

Banque Nationale de Paris

Dresdner Bank Aktiengesellschaft

Morgan Guaranty Ltd

Morgan Stanley International

Swiss Bank Corporation International Limited

S. G. Warburg & Co. Ltd.

Abu Dhabi Investment Company

Algemene Bank Nederland N.V.

AMAS S.A.

Amro International

Banco del Gottardo

Julius Baer International

Bank Cantrade Switzerland (C.I.)

Bank of Credit and Commerce International

Bankers Trust International

Bank Gutzwiller, Kurz, Bungenet (Overseas)

Bank Leu International Ltd.

Banque de Commerce Exterieur

Banque de Paris et des Pays-Bas (Suisse) S.A.

Banque Populaire Suisse S.A. Luxembourg

Banque Privée S.A.

Banque du Rhône et de la Tamise

Banque Scandinave en Suisse

Banque de l'Union Européenne

Banque Worms

Baring Brothers & Co.,

Bayerische Vereinsbank

Berliner Handels- und Frankfurter Bank

B.S.I. Underwriters

Blyth International

Citicorp Capital Markets Group

Commerzbank Aktiengesellschaft

Compagnie de Banque et d'Investissements, CBI

Crédit Lyonnais

Finter Bank

Girozentrale und Bank der österreichischen Sparkassen

Deutsche Bank Aktiengesellschaft

Hambros Bank Limited

Handelsbank NW (Overseas) Ltd.

Goldman Sachs International Corp.

Kidder, Peabody International

Kleinwort, Benson

Handelsbank Midland Bank

Kuwait Foreign Trading Contracting & Investment Co. (S.A.K.)

Lehman Brothers Kuhn Loeb International, Inc.

Kreditbank N.V.

Kuwait Investment Company (S.A.K.)

Lehman Brothers

UK COMPANY NEWS

Mainmet placing to raise £378,000—joining USM

LONDON STOCKBROKERS
Schaeffer have placed a quarter of the equity of Mainmet Holdings raising £278,000 prior to the company joining the unlisted securities market. The issue involved 800,000 shares at 35p each.

West Yorkshire based Mainmet is involved in the maintenance and metering of energy systems and supplies. All the money being raised, some £300,000 after expenses, is for the benefit of the company.

The company's mainstay business is tied to the metering of community or district heating schemes. The directors estimate that there are around 3,000 such schemes in the UK servicing about 300,000 dwellings. About 10 per cent of those homes are installed with a heat meter which causes the occupier to be charged according to the amount of heat consumed. The balance is charged on a flat rate basis.

The directors say there have been significant developments in community heating schemes in recent years and they see an increasing demand for sophisticated measuring equipment. The Council of the EEC has recommended the use of meters in all community heating systems and both West Germany and France have legislation in place for meters on new schemes. The

BOARD MEETINGS

The following companies have notified dates of board meetings to the Stock Exchange. Such meetings are usually held for the purpose of considering dividends. Details indicate whether the meetings are interim or final and the dividends are based on last year's financials.

INTERIM: Benson Clark, Bifurcated Engineering, Bovis, British Telecom, C. F. Lovell, Pitman Remond, Sims and Jefferies, Renown Incorporated, Tarmac.

FUTURE DATES: Arbury and Maledy, Sept 22.

Autumn: Blue Bird Confectionery, A. J. Worthington, Sept 22.

WEIMAN: Westminster & County Props., Sept 22.

Sept 23: Barker and Dobson, Bestland, Bentz, Combined English Stores, Metalins, Riley Leisure, Sainsbury and Jacksons, TR Natural Resources Inv. Ltd., Wiley, Wilkes (James), Wilkes (Peter), Final.

Sept 24: Lawrie Plantations, Park Place Investments, Remar Textiles.

Sept 25: Interwest.

Sept 26: Pilkington Bros.

Sept 27: The Cunard Peat Board as a non-executive director in April.

Sept 28: Peat Holdings.

Sept 29: F. P. W. Stone.

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EASTERN EUROPE

on track towards financial recovery

THE OCTOBER ISSUE OF THE BANKER WILL BE DISCUSSING THE SIGNIFICANT FACTORS WHICH ARE CONTRIBUTING TOWARDS EASTERN EUROPE'S FINANCIAL RECOVERY AND THE PART WESTERN BANKS AND OTHER INSTITUTIONS ARE PLAYING IN THIS SUCCESS.

BANKS AND FINANCIAL INSTITUTIONS WISHING TO DEMONSTRATE THEIR COMMITMENT TO THE EAST EUROPEAN BANKING, TRADE AND FINANCIAL SECTOR ARE INVITED TO ADVERTISE IN THIS IMPORTANT OCTOBER REPORT.

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Tel: 01-251 9321 Telex: 23706

Continued on Page 2

AMERICAN STOCK EXCHANGE COMPOSITE CLOSING PRICES

Closing prices September 16

Continued on Page 2

NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

Continued on Page 2

figures are unofficial. Yearly highs and lows reflect the 52 weeks plus the current week, but not the latest day. Where a split or stock dividend amounting to 25% or more has been paid, the year's high-low range and are shown for the new stock only. Unless otherwise indicated, the stock price does not include a premium, spread, or

dividends or dividends are annual disbursements based on declaration.

end also extra(s). b-annual rate of dividend plus dividend. c-liquidating dividend. d-called d-new yearly dividend declared or paid in preceding 12 months g-distribution in Canadian funds, subject to 15% non-residence tax. h-declared after split-up or stock dividend. i-dividend for year, omitted, deferred, or no action taken at latest date of filing. j-dividend declared or paid this year, an accumulated issue with dividends in arrears n-new issue in the weeks. The high-low range begins with the start of transaction day delivery. P/E-price-earnings ratio. r-dividend or paid in preceding 12 months, plus stock dividend. split. Dividends begins with date of split s-is-sales. t-paid in stock in preceding 12 months, estimated cash ex-dividend or ex-distribution date u-new yearly high, paid, paid. vi-in bankruptcy or receivership or being re- d under the Bankruptcy Act, or securities assumed by companies. w-wid when distributed. w1-wid when distributed. w2-wid when distributed. x-ex-dividend or ex-rights. x1-ex-distribution

INSURANCE

Underwriting losses fall but trend remains weak

BY ERIC SHORT

THE UK's 10 main quoted insurance groups have reported interim results for this year. Their progress, or lack of it, in the main world insurance markets can now be measured and an opinion formed of underlying trends.

Results for 1982's first half were strongly influenced by severe winter weather on both sides of the Atlantic. Since then, nature has been kind to insurance companies. There has been a relative absence of natural disasters.

The exception was Australia, the bush-fires. There was loss of life and property.

Overall, the 10 companies' worldwide underwriting losses were reduced slightly, from £511.1m to £466.4m, an improvement of less than 10 per cent. Thus, considering the effect of better weather, the underlying underwriting trend is still weak. This reflects overcapacity in most markets.

Investment income in sterling terms remained buoyant. It has risen by nearly 14 per cent, from £54.7m to £61.7m. Higher life-profits also helped boost the net profit rise of 61 per cent from £135.9m to £218.7m.

An analysis of individual territories shows that, superficially, the UK has shown a tremendous improvement. Underwriting losses were reduced from £196.7m to £144.7m. This improvement, however, is more than accounted for by last year's severe weather losses.

Thus, the personal insurance side of the improvement in house-building accidents arising from the better weather was partially offset by losses on house contents arising from the fast-growing number of theft claims.

Underwriting losses on motor insurance in the UK are rising from a combination of inade-

quate premium rates and the growing number of claims.

UK insurance companies claim to have stopped the decline in results on commercial-lines accounts. The trend, however, has not yet reversed. Liability business remains a problem.

The insurance cycle in the U.S. the world's largest insurance market, continues to decline and the ten companies' underwriting losses rose in sterling terms from £170.2m to £121.8m.

The overall U.S. insurance market is weak but the insurance companies are hopeful of an upturn next year. The companies involved are taking drastic steps to rationalise their U.S. operations and review their portfolios.

Canada is at last coming right for UK insurance companies.

The remedial action taken over the past few years, including

TODAY

COMPANY MEETINGS
Dandenong Hedges, The Conquistador Room, 1983-94
Joseph (London) Hedges, 12.00
Mansfield Bros, Dorland Hotel, 14-16 Regent Street, S.W.1, 12.30
Savoy Hotel, Cavendish Hotel, 12.00
Jermyn Street, S.W.1, 12.30
Westhill Hedges, Churchill Hotel, Portman Street, 11.30
Wincanton, Queens Hotel, Leeds, 1.00
Planes.

BOARD MEETINGS
Arundel, Equipment
Carmarthen, 12.00
Calabria, 12.00
Intermar, Prop. Tbc
RAT, Ind. Prod.
Sports Ind.
Markay (Uk) Ltd
M. & W. Owen
Owen Owen
Macmillan, 12.00
Meredith and White, 12.15
M. & W. Owen
Planes.

DIVIDEND & INTEREST PAYMENTS
Pier 1, 1983-94
American Fund Plc Red P.
Victor Carter Hedges, 0.25

THURSDAY SEPTEMBER 22
COMPANY MEETINGS
British Bells and Egg Assurances, University of London, 12.00
Hawthorn Clark
Hilary King, 12.00
Howard Clark
H. J. P. (G. J.)
Richard (G. J.)
Wardrobe, Sims and Jefferies, 12.00
Bennons Inc, 12.00

DIVIDEND & INTEREST PAYMENTS
Pier 1, 1983-94
American Fund Plc Red P.
Victor Carter Hedges, 0.25

SATURDAY SEPTEMBER 24

COMPANY MEETINGS
British Bells and Egg Assurances, University of London, 12.00
Hawthorn Clark
Hilary King, 12.00
Howard Clark
H. J. P. (G. J.)
Richard (G. J.)
Wardrobe, Sims and Jefferies, 12.00
Bennons Inc, 12.00

DIVIDEND & INTEREST PAYMENTS
Pier 1, 1983-94
American Fund Plc Red P.
Victor Carter Hedges, 0.25

SUNDAY SEPTEMBER 25
COMPANY MEETINGS
British Bells and Egg Assurances, University of London, 12.00
Hawthorn Clark
Hilary King, 12.00
Howard Clark
H. J. P. (G. J.)
Richard (G. J.)
Wardrobe, Sims and Jefferies, 12.00
Bennons Inc, 12.00

DIVIDEND & INTEREST PAYMENTS
Pier 1, 1983-94
American Fund Plc Red P.
Victor Carter Hedges, 0.25

MONDAY SEPTEMBER 26
COMPANY MEETINGS
British Bells and Egg Assurances, University of London, 12.00
Hawthorn Clark
Hilary King, 12.00
Howard Clark
H. J. P. (G. J.)
Richard (G. J.)
Wardrobe, Sims and Jefferies, 12.00
Bennons Inc, 12.00

DIVIDEND & INTEREST PAYMENTS
Pier 1, 1983-94
American Fund Plc Red P.
Victor Carter Hedges, 0.25

INTERIM RESULTS OF 10 MAJOR UK INSURANCE COMPANIES*

	1983	1982	Percentage change
Underwriting profit	£m	£m	
UK	-144.7	-196.7	
U.S.	-212.8	-170.2	
Canada	+ 4.8	-28.0	
Australia	- 10.8	- 12.1	
Europe	- 36.8	- 35.0	
Other	- 66.1	- 69.1	
Total underwriting	- 466.4	- 511.1	+ 8.7
Investment income	£77.6	£94.7	+13.9
Net profits	218.7	135.9	+60.9

*Commercial Union, Eagle Star, General Accident, GRE, Legal & General, Pearl, Phoenix, Prudential, Royal, Sun Alliance.

Source: Wood, Mackenzie.

Six months after claiming to be as reliable as the Volvo, we're well down the road to proving it.

At first glance, it may seem a little odd for an international bank to compare itself to a motor car.

The fact is that the closer you examine the analogy the more apt it becomes. Take our syndicated loan operation for example: dependable, smooth-running and aggressively competitive.

And when it comes to doing business with SwedBank you'll find us resourceful, eager and very fast-moving.

Our syndications capability is matched by a full range of services—including foreign exchange, corporate finance and trade finance. Nothing less than you would

expect from one of the largest banking groups in Scandinavia with assets of more than US\$11.5 billion.

If you have customers who are intending to set up operations within Swedish markets, SwedBank has the experience and the financial resources to offer them the advice and assistance they need.

So it's hardly surprising that we choose to make unusual comparisons—because as you can see we're nothing if not out-of-the-ordinary ourselves.

Find out just how and why. Contact us at the address below for full details and a copy of our corporate brochure.



SWEDBANK

DOMESTIC NAME: SPARBANKERNAS BANK

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Representative Office: The Old Deanery, Dean's Court, London EC1V 5AA Telephone: 01-236 4060.

VAN NORT

WEEK'S FINANCIAL DIARY

The following is a record of the principal business and financial engagements during the week. The board meetings are mainly for the purpose of considering dividends and official indications are not always available whether dividends concerned are interim or final. The sub-divisions shown below are based mainly on last year's timetable.

BUSINESSMEN'S DIARY

Sept 28-Oct 2 The 8th Personal Computer Show (01-488 1951) Barbican

Oct 1-3 Salon International (01-543 8404) Earls Court

Oct 2-4 British Footwear Fair (01-739 2071) Olympia

Oct 4-6 Surface Mining and Quarrying Exhibition (01-537 2400) Grand Hotel, Bristol

Oct 4-6 Fashion Fabrex (01-385 1200) Olympia

Sept 25-26 International Motor Accessory and Garage Equipment Exhibition—AUTOCOMP/GARAGE QUIP (01-235 7000) Earls Court

Oct 4-7 Computer Trade Forum (01-747 5131) N.E.C., Birmingham

Oct 17-20 Computer Graphics European Conference and Exhibition (01-4466) Wembley Conference Centre

Oct 18-20 International Business Show (01-405 6233) N.E.C., Birmingham

Sept 26-Oct 4 Toy and Gift Autumn Show (01-541 511) Taipei

Sept 26 Middle East Construction and Municipal Services Exhibition (01-385 8200) Kuwait

Oct 2-3 Fashion week (01-489 1951) Munich

Oct 3-6 Ready-to-Wear Collections Exhibition (20121 Milan) Milan

Oct 3-7 International Videocommunications Market—VIDCOM (01-499 2317) Cannes

Oct 5-7 Hong Kong Toy and Gift Fair (01-930 7855) Hong Kong

Oct 22-23 2nd Building and Construction Show—SAUDI BUILD '83 (01-488 1951) Riyadh

Oct 26-Nov 1 World Telecommunication Exhibition—TELCOM (CH-1218 Grand Saconnex, Geneva) Geneva

Sept 30-Oct 4 Toy and Gift Autumn Show (01-541 511) Taipei

Sept 28 Middle East Construction and Municipal Services Exhibition (01-385 8200) Kuwait

Oct 2-3 Fashion week (01-489 1951) Munich

Oct 3-6 Ready-to-Wear Collections Exhibition (20121 Milan) Milan

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Oct 26-Nov 1 World Telecommunication Exhibition—TELCOM (CH-1218 Grand Saconnex, Geneva) Geneva

Sept 27 Oyze IBC: The weaponry of civil procedure (01-238 4050) Wembley Conference Centre, WI

Sept 28-29 FT Conference: World financial futures (01-621 1355) Royal Lancaster Hotel, W2

Sept 29 Macfarlane Conferences: TV and radio—opportunities in corporate and financial advertising under the new IBA code—and the implications for Press advertising (01-537 7438) London Press Centre, EC4

Sept 29 The Industrial Society: Long-term pay deals (01-530 4300) 3 Carlton House Terrace, SW1

Oct 11-12 FT Conference: The professional personal computer, markets and strategies (01-621 1355) InterContinental Hotel, WI

Oct 20-21 FT Conference on competition: Mergers, Acquisitions, buy-outs and public policy (01-621 1355) London Hilton, WI

Oct 24-27 FT Conference: The financial services revolution—banks and finance in the 1980s (01-621 1355) InterContinental Hotel, WI

Oct 25-27 FT Conference: Banking and electronic technology (01-621 1355) Sheraton Hotel, Brussels

Anyone wishing to attend any of the above events is advised to telephone the organisers to ensure that there has been no change in the details published.

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21st September, 1983

CURRENCIES, MONEY and CAPITAL MARKETS

FOREIGN EXCHANGES

Rushing around to little avail

BY COLIN MILLHAM

The dollar spent most of last week nervously rushing around in order to go nowhere. It began with financial markets so surprised by the news of a \$2bn fall in M1 money supply that certain accusations were made about unreliable figures, and although the Fed strenuously denied any completely rendered the M1 figure in U.S. law allowing the Fed to stop issuing weekly M1 figures since this particular plus or minus only produces reflex reactions, and does not allow too much consideration of more fundamental factors, which will eventually weaken the dollar.

The key word is eventually, and one of the reasons of these fundamental factors is the very large current account deficit. Although this was a record \$9.7bn in the second quarter, leading to suggestions of a possible deficit for the year of around \$12.5bn, the dollar hardly responded to the announcement on Thursday, as traders became increasingly nervous that earlier predictions of a September money supply bulge were about

to come true. Forecasts of last week's figures, up to the point of this backround, the quarterly current account was virtually ignored.

One reason behind the steady decline for the dollar may have been the Treasury refunding programme. A total of \$8bn in two years notes was offered on Wednesday, while this week's Treasury package adds up to \$14.25bn.

Other important statistics published last week included a fall of 1.4 per cent in U.S. August

retail sales, which tended to dilute fears of overheating in the economy. The following rise of only 0.9 per cent in August industrial production, compared with 1.8 per cent in July, was also looked upon as a sign of economic recovery, without too much likelihood of action from the Federal Reserve to pull in the reins with higher interest rates. But the almost hysterical mood of the market was ill-founded by a softening of the dollar late Friday as money supply predictions came down.

EMS EUROPEAN CURRENCY UNIT RATES

	ECU central rates	Currency amounts	% change against ECU	% change from central rate	% divergence for divergence limit %
Belgian Franc	44.9008	45.8885	+2.20	+1.42	±1.5447
Denmark Krone	8.1104	8.1594	+0.23	+0.28	±1.4188
Germany D-Mark	1.2456	1.2454	+0.04	+0.03	±0.0462
Italy Lira	8.7456	8.7095	-0.05	-0.03	±1.4052
Dutch Guilder	2.5265	2.5424	+0.65	-0.12	±1.4984
Irish Punt	0.7259	0.7208	-0.07	-0.07	±0.0701
Italian Lira	140.11	139.11	-0.70	-0.67	±1.4598
Changes in ECU, therefore positive change denotes a weak currency. Adjustment calculated by Financial Times.					

OTHER CURRENCIES

	Sept. 16	£	\$	€	Note Rates
Argentina Peso	\$16.05-16.26	12.109-12.152	Austria	28.00-28.50	
Brazil Cruzeiro	1.1456-1.1501	68.90-70.10	Denmark	14.23-14.52	
Finland Markka	8.5680-8.5885	8.7160-8.7180	France	13.05-12.17	
Greek Drachma	1.1800-1.1810	1.1800-1.1810	Germany	1.2456-1.2456	
Italian Lira	11.85-11.94	7.91-7.96	Italy	2.6255-2.6215	
Kuwaiti Dinar	1.10-1.10	8.70-8.70	Japan	86.60-86.70	
Malaysia Ringgit	0.80-0.81	0.80-0.81	Netherlands	1.18-1.20	
New Zealand Dlr	2.1010-2.1090	2.1010-2.1090	Portugal	1.82-1.82	
Singapore Dollar	2.1030-2.1090	2.1080-2.1140	Spain	11.77-11.86	
South African Rand	1.6680-1.6705	1.1115-1.1120	Sweden	5.84-5.85	
U.A.E. Dirham	5.5000-5.5090	5.6710-5.6750	United States	1.38-1.51	
			Yugoslavia	175.00-175.00	

* Selling rates.

THE POUND SPOT AND FORWARD

	Sept. 16	Day's agreed	Closa	One month	% p.m.	Three months	% p.m.	12 months	% p.m.
U.S.	1.4960-1.5030	1.5010-1.5020	0.02-0.07e dis	-0.36	0.13-0.16dis	-0.41			
Canada	1.8650-1.8630	1.8715-1.8732	0.10c pm-par	-0.32	0.18-0.09pm	-0.28			
Netherlands	4.47-4.49	4.47-4.50	1%-1c pm	-0.34	2%-3%pm	-0.32			
Denmark	8.20-8.21	8.20-8.21	0.05-0.01pm	-0.34	0.05-0.01pm	-0.32			
Ireland	14.25-14.41	14.35-14.40	3.05-4.45dis	-0.27	4.45-5.60dis	-1.40			
W. Ger.	3.20-3.21	3.20-3.21	1.50-1.55pm	-0.35	1.50-1.55pm	-0.35			
Portugal	185.75-187.25	186.50-187.50	1.50-1.55pm	-0.38	1.50-1.55pm	-0.38			
Spain	227.75-229.25	228.50-229.50	2.50-3.70dis	-0.35	2.50-3.70dis	-0.35			
Italy	2.395-2.401	2.397-2.399	14.1%-16%	-0.75	47.50-50dis	-8.00			
Norway	11.10-11.14	11.15-11.17	0.20-0.25pm	-0.34	0.20-0.25pm	-0.34			
Finland	11.77-11.82	11.80-11.87	2.25-2.50pm	-0.67	5.85-6.05pm	-1.20			
Sweden	364.35-367.35	365.35-367.35	0.90-0.70pm	-0.27	0.95-0.85pm	-0.27			
Japan	285.10-287.25	286.50-288.25	9.40-9.60pm	-0.37	2.50-2.40pm	-0.27			
Austria	3.247-3.247	3.257-3.257	14.1%-16%	-0.52	4.70-4.70pm	-3.37			
Switzerland	1.10-1.10	1.10-1.10	0.10-0.10pm	-0.35	0.10-0.10pm	-0.35			

Belgian rate is for convertible francs. Financial franc \$2.50-22.50.

Six-month forward dollar 0.33-0.36 dis, 12-month 0.72-0.82 dis.

Belgian rate is for convertible francs. Financial franc \$4.85-5.50.

	Sept. 16	Day's agreed	Closa	One month	% p.m.	Three months	% p.m.	12 months	% p.m.
UK	1.4960-1.5030	1.5010-1.5020	0.02-0.07e dis	-0.36	0.13-0.16dis	-0.41			
Ireland	1.7700-1.7800	1.7750-1.7800	0.28-0.24pm	-0.26	0.77-0.67pm	-2.40			
Netherlands	2.5970-2.5925	2.5940-2.5925	0.05-0.05pm	-0.35	0.05-0.05pm	-0.35			
Belgium	5.93-54.02	5.93-54.02	2.25-2.10pm	-0.11	2.25-2.10pm	-0.11			
Denmark	8.9525-8.9675	8.9525-8.9675	1.20-1.20pm	-0.18	1.20-1.20pm	-0.18			
Portugal	12.00-12.01	12.00-12.01	1.20-1.20pm	-0.18	1.20-1.20pm	-0.18			
Spain	124.00-124.70	124.20-124.90	1.20-1.20pm	-0.18	1.20-1.20pm	-0.18			
Spain	152.25-152.50	152.25-152.50	2.50-2.75dis	-0.35	2.50-2.75dis	-0.35			
Italy	1.595-1.602	1.596-1.602	0.10-0.10pm	-0.35	0.10-0.10pm	-0.35			
France	8.025-8.0375	8.025-8.0375	0.05-0.05pm	-0.35	0.05-0.05pm	-0.35			
Sweden	7.8850-7.8875	7.8700-7.8750	0.95-1.10pm	-0.22	0.95-1.10pm	-0.22			
Japan	242.25-244.50	243.50-245.00	0.05-0.05pm	-0.28	1.50-1.50pm	-0.28			
Australia	2.1650-2.1750	2.1650-2.1750	1.05-1.00pm	-0.35	1.05-1.00pm	-0.35			
Switzerland	2.1650-2.1750	2.1650-2.1750	1.05-1.00pm	-0.35	1.05-1.00pm	-0.35			

UK and Ireland are quoted in U.S. currency. Forward premiums and discounts apply to the U.S. dollar and not to the individual currency.

Belgian rate is for convertible francs. Financial franc \$4.85-5.50.

Sept. 16: The closing rate should have read 2.1760-2.1770.

MONEY MARKETS

Weighing the possibilities

Conditions in the London money market had a nervous undertone last week, as traders tried to decide whether a strong pound and growing conviction that the U.S. Federal Reserve will not tighten its monetary policy was enough to move UK money supply figures remaining outside the target range. U.S. money supply figures are now within the Fed's recently extended target range, but the UK August money supply figures were not altogether disappointing, and if the recent trend continues, the pound is due to the target level within the next few months, opening the way for a fall in clearing bank base lending rates. No one seemed able to predict the timing of any cut, but the Government would probably not be unhappy to move a move around the limits of the Torsion Conference in three weeks' time.

Money supply was of obvious concern on both sides of the Atlantic, although the UK figures paled into insignificance when compared with events in the U.S. where the London money supply remains mesmerised by the weekly M1 announcement.

The overall credit position in London is still fairly comfortable.

able, with no particularly large shortages occurring last week. On Monday an early forecast of a flat position was later revised to a small shortage of £50m, while on Tuesday the shortage was in the region of £350m. Wednesday's surplus was around £200m, and on Thursday the initial forecast of a small £50m shortage was revised to £200m, with the market falling some £300m short of its requirements on Friday.

In New York the Federal Reserve intervened to add liquidity at various times, but this was merely for technical reasons, and did not represent any change in monetary policy.

The Federal funds overnight rate was around 9.5 per cent for most of the week, but rose to 9.8 per cent early Friday.

FINANCIAL FUTURES

SECTION III

FINANCIAL TIMES SURVEY

JAPAN

The country's remarkable industrial successes have produced a strong current account surplus, but a chronic domestic budget deficit has raised complex problems in managing the economy. Any attempt to boost imports will be handicapped while the Yen remains heavily under-valued

Headaches in the labyrinth

BY CHARLES SMITH, TOKYO CORRESPONDENT

WHETHER YOU go by its impressive economic indicators, by the fact that its women are now probably the best dressed in the world, or by the envious comments of competitors about its products and management techniques, Japan can probably claim today to have achieved the highest all-round success of any major industrial nation.

The fact that a good many things seem to be going right with the country, however, does not mean that Japan is immune to the worries that have dogged the rest of the world since the 1973 oil shock. By its own standards Japan's recent economic growth rate has been extremely low—so low that, during the first quarter of 1983, unemployment temporarily touched its highest levels since the late 1950s.

What may matter more than the growth rate is that, from about the middle of 1982, Japan seems to have become locked into a vicious circle so far as the management of its economy is concerned. The "negative linkage" between an abnormally large external balance of payments surplus, a huge domestic budget deficit and an unusually weak exchange rate seems to underlie almost every economic problem currently facing the country.

There is no sign so far that

STATISTICS

Area:	377,700 sq km	accounts of the overseas balance of payments.
Population:	118.7m (1982)	Japan registered a "respectable" \$9bn surplus in its 1982 fiscal year (the 12 months ending March 31, 1983) and apparently expected a roughly similar achievement in 1983. In fact it now seems likely that the current account will be in the black by \$24bn during the current fiscal year and that the surplus on trade could exceed \$32bn.
GNP (1982)	Y263,938.9bn	
Per capita:	Y2.2m	
Imports (1982, US\$bn):	131.931	
Crude materials and fuels	84.529	
Food	14.575	
Machinery	9.112	
Exports	138.831	
Metals	21.215	
Machinery	90.514	
Textiles	6.240	
Defence spending (1981):	Y2,399.9bn	
Inflation (June):	2.0%	
Unemployment (June):	2.6%	
Exchange rate:	£=Y246.20 (9/9/83)	

the government is about to find its way out of the labyrinth. Of the three inter-related issues that are causing headaches for the Government of Mr Yasuhiro Nakasone, the one that is being taken most seriously—if only because of criticisms expected from the U.S. later in the year—is the apparently uncontrollable rise on the trade and current

accounts of the overseas balance of payments.

Japan registered a "respectable" \$9bn surplus in its 1982 fiscal year (the 12 months ending March 31, 1983) and apparently expected a roughly similar achievement in 1983. In fact it now seems likely that the current account will be in the black by \$24bn during the current fiscal year and that the surplus on trade could exceed \$32bn.

If these figures are not enough to indicate that Japan has got itself into a state of chronic imbalance on external account, it need only be noted that many forecasters expect the 1984 surpluses to be higher.

The reasons for what even Japan's own Government now admits to be an embarrassing situation include the fact that the country received a windfall bonus in March in the price of its oil imports. The price cut is expected to save Japan about \$6.5bn during the current year (which means the country will have benefited more than any nation except the U.S. from the Opec action). Cheaper oil explains only a part of today's unlooked-for affluence. Far more important is the fact that, while Japan's exports have been growing



Mr Yasuhiro Nakasone, the Prime Minister, with school students outside the Diet building. His softly-softly approach to

healthily since early in the year, both the volume and value of the country's non-oil imports have been falling.

The refusal of Japan's imports to recover—rather than their obstinate insistence on continuing to fall—reflects the fact that although industrial production has started to climb since the early spring (on the strength of exports) personal consumption and capital investment by private industry have continued on a stubborn downward trend. The Government has turned its face against more than a very modest attempt at reversing this trend by means of "Keynesian" reflation measures in part because of the huge budget deficits that Japan has

not this year) by engineering a rapid appreciation of the exchange rate. Clearly, this is as easy as some outside critics of Japan's economic policies seem to have assumed.

The Yen lost about 30 points against the dollar on average in 1982 chiefly because of a yawning gap between Japanese and U.S. interest rates which owed far more to actions taken by President Reagan than to anything that happened in Japan. Closing the gap by raising Japan's interest rates would be counter-productive in the opinion of the Economic Planning Agency in that it would merely discourage further investment in the re-

covery of the Japanese economy by Japan's own businessmen.

Another way out of Japan's difficulties—which the business world favours but which the government apparently has no intention of adopting—would be to go for growth by lowering Japanese interest rates even below their present levels. Here again the risks look considerably greater than the potential advantages.

At 5.5 per cent, Japan's discount rate is already much lower than the U.S. level and an active invitation to investors, both Japanese and foreign, to channel their capital from the yen into dollars. The depressing

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POLITICS

Cult of the personality a strong influence

THERE IS a great consistency about Japanese politics. Individual governments come and go but the party endures. The Japanese Liberal Democrats, who may be democratic but are certainly not liberal, constitute the establishment. On a national level, the obvious focus has been on Mr Nakasone, himself a product of the anti-establishment movement within the establishment, and on Mr Kakuei Tanaka, the "shogun" in the darkness awaiting the Lockheed court verdict. On a local level, the LDP's hegemony was successfully challenged in prefectoral elections in the spring in Hokkaido and Fukuoka by two opposition candidates who won more on the strength of their personalities than their policies.

Apart from a general conservatism that remains full gamut from sowing wet to hardline dry, the LDP knows few of the ties that classically bind political parties together. Loser than even American Democrats, it is essentially a collection of interest groups, underpinned financially by corporations, electorally by a voting system inordinately weighted towards conservative rural areas and, in the exercise of power, by a bureaucracy that has long since ceased to worry that changes in government might mean major changes in policy.

The 35-year conservative grip on Japan's political reins has been enhanced by the febrile and fractious nature of the opposition. Yet the LDP has itself shown much political skill in ensuring its supremacy: its methods have been classical—money, patronage and never getting too far ahead of the wishes of its supporters—and the success of the Japanese economy over the years has certainly helped quiet the voices of disaffection.

The last year has produced

scant evidence that this political stability is in any danger. Yet, almost paradoxically, and contrary to much external belief, Japanese politics are nothing like as boring as they therefore ought to be. This is principally because the cult of the personality represents a strong strain in the composition of Japanese politics. The LDP itself is more than a loose amalgam of interest groups: it also consists of a number of groupings of politicians, often in sharp competition with each other, under one man's banner.

More than this, every Japanese public opinion poll consistently shows that the elector

Articulate

For all his reputation as a bit of a renegade and opportunist, it was not surprising that Mr Nakasone easily won the LDP's leadership contest last November, and hence the Prime Ministership, after Mr Zenko Suzuki had abruptly resigned.

It was, after all, his turn: his generational compatriots on the LDP treadmill, Fukuda, Ohira, Mikl, Tanaka, had all made it to the top, while none of the relative newcomers, Abe, Miyazawa, Nakagawa (now dead) had overwhelming power bases.

Mr Toshio Komoto, Mr Nakasone's most serious opponent for the leadership, thought he had such a base, as well as a case in his call for a more activist economic policy than that practised by Mr Suzuki's government. But Mr Komoto, then head of the Economic Planning Agency and therefore, at least a leader member of that government, quickly found both were inadequate. Though leading the smallest LDP faction in the Diet, Mr Nakasone also enjoyed the backing of the biggest, that beholden to Mr Tanaka, the maestro of Japanese machine politics. The result was never in doubt.

It probably also helped Mr Nakasone that he has the local reputation of being a bit of a

"doer," which stood in almost complete contrast to the paralytic passivity of Mr Suzuki. By 1982, there was a growing sense in Japan that Mr Suzuki's prime talent appeared to be in sweeping problems under the carpet and that this was really not quite enough at a time of growing international and domestic travail. Moreover, Mr Nakasone was nothing if not articulate, whereas Mr Suzuki's public utterances were, to put it politely, unmemorable.

As examined elsewhere in this survey, Mr Nakasone has lived up to his activist reputation in his conduct of foreign policy. The evidence on the domestic front is less clear cut for his words have not always been matched by his actions, especially in economic policy. But it was significant, in the early months of his government, that more than once Mr Nakasone abandoned the traditional consensus approach in ramming through his Cabinet certain controversial proposals, such as import liberalisation.

Initially, the Japanese political establishment and its closely

aligned, the press, looked askance at the Nakasone approach. The LDP hierarchy, Mr Tanaka apart, prefers the consensus approach: it does not like embarking down roads without knowing where they lead. In their view the Prime Minister was going too far too fast, especially in the heady climes of Washington, by freely discussing such concepts as revising the constitution and revising Japan's defence role beyond conventionally accepted limits.

But, from the spring on, with a noted boost from his performance at the Williamsburg summit in May, the Nakasone stock has been soaring. Certainly no harm was done to it by the June elections for half the Upper House of Councillors, which saw the LDP gain three seats and retain its cast-iron control, and the principal opposition party, the Socialists, do disastrously. Had the ruling party done badly, the Prime Minister would have been too sceptical: the corollary is that, having done reasonably well, his political position has become that much stronger, as has been observed in sub-

sequent decisive political manoeuvring.

However, it is far too early to determine whether or not Mr Nakasone will be more than a one-year wonder. Whether / or whether indeed he is generally perceived as an success or failure. One major reason for this is his relationship with Mr Tanaka. If there is one subject which apparently unites the disparate factions of the LDP, except Mr Tanaka's, not to mention the political opposition, it is the cause of "political ethics," which may be translated as ensuring that Mr Tanaka gets his come-appearance.

In forming his government, it was universally concluded that Mr Nakasone was not merely repaying his debt to Mr Tanaka but was positioning himself somehow to relieve the former Prime Minister of his Lockheed cross. Two of Mr Tanaka's intimates, Mr Susumu Nakada and Mr Masaharu Gotoda, were given positions of great influence while, overall, nearly a third of the Cabinet was drawn from the Tanaka faction.

It is, of course, not easy for an opposition as fragmented as Japan's to get its act together: in any case, at least two of the minor parties are more logical bedfellows of the LDP than the political left.

Of late, the biggest stumbling block to any unity has been the internecine warfare inside the Japan Socialist Party, still with about 15 per cent popular support, the largest single opposition grouping. Within the last few months, the ascendancy of moderates in the JSP and a new party chairman designate, Mr Nakasone, has been too sceptical: the corollary is that, having done reasonably well, his political position has become that much stronger, as has been observed in sub-

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The Government is being pressed to introduce a reflation package to boost the export-led recovery now under way.

Hopes of a return to sustained growth

JAPAN'S economy could begin to show the first signs of a genuine return to "self-sustaining" growth later this year, after four years of painful adjustment to the problems caused by the 1973 oil shock, according to the Economic Planning Agency.

However, the EPA, as well as other Japanese economic analysts, seems only too well aware that recovery is, for the time being, a tender plant that risks being uprooted. Particularly worrying is the possibility that Japan's trade partners could lose patience with the country's inability to control

the growth of its external payments surplus before the economy begins growing strongly in 1984 or 1985.

One of the most positive points about Japan's economic performance so far this year has been the completion of the long-awaited adjustment on which private industry embarked after the 1979 oil shock (and which had to be resumed and intensified after exports suddenly started falling in late 1981). Officials at the EPA who have kept a careful watch on inventories claim these are now at normal levels in every major

industry except steel and textiles and that some reinvestment in inventories can accordingly be looked for.

Next in importance to the inventory situation comes the fact that, after a steep decline that lasted for well over a year, Japan's exports have begun growing moderately. The export volume index showed a 3.1 per cent decline for the whole of 1982 (with the dollar value of exports down much more steeply). But exports were up by 0.4 per cent in April-June with "every prospect" according to the EPA, that growth will remain firm until the end of the fiscal year.

The recovery of overseas demand for the products of Japanese industry coupled with a return to normal inventories levels inside Japan explains the third major element in the 1983 economic upturn—the fact that industrial output is rising again.

The industrial production index turned "positive" for the first time in the April to June quarter showing a rise of 1.8 per cent over the previous year's level, before going on to score rises of 2.2 per cent and 2.1 per cent in May and June respectively.

Indicators

Increasing industrial production—coupled with a series of three consecutive positive readings from the EPA's "diffusion index" (which jamps together a wide selection of different indicators to give a general picture of the economy's state of health) add up to a fairly convincing picture of recovery, the agency claims. But officials admit to concern about two other recent sets of indicators that still look far from favour able.

One negative component in the current economic equation is that capital investment spending by private industry is expected to be worth less in 1983 than last year, and substantially less in the case of big capital-intensive industries such as steel and cars. A second, somewhat depressing, factor from the viewpoint of the EPA is the outlook for private consumption which rose steeply in 1982 (apparently in response to a sharp fall, that year, in the rate of consumer price inflation) but which now appears to be falling.

Economic analysts at the EPA say they have detected some signs during the past month or two that Japanese business is belatedly revising its investment plans upwards again and that the total value of plant and equipment acquired during 1983 might turn out to be level with the 1982 figure (although manufacturing investment will still show a substantial fall). Private consumption may also have started to pick up from mid-summer onwards when unusually hot weather sent the population of Japan shopping for air conditioners and summer clothing. But, in this area, as in the case of manufacturing, it seems too soon to assume that Japan's initially export-led recovery is already feeding through to produce a general revival of demand inside the country.

In order to ensure that the economy as a whole does start to grow in response to the initial thrust from exports both the Economic Planning Agency and the Ministry of International Trade and Industry (MITI) are hoping that the Finance Ministry will agree, later this year, to a "substantial" refraction package that ideally should include, not only the income tax cut already

promised to Japanese wage earners by Prime Minister Nakasone, but also an investment tax credit scheme designed to encourage capital investment by small companies.

The size of the income tax cut should be at least Y1,000bn in the EPA's view in order to produce the desired impact on spending (though the agency adds that this year's oil price cut has already presented Japan with an infusion of spending power roughly equivalent to a Y1,400bn tax cut).

The Finance Ministry, however, which continues to give priority to cutting back Japan's enormous budget deficit is said to be thinking in terms of a Y300bn cut.

Apart from persuading a reluctant Ministry of Finance to pump life into the economy through fiscal measures of various kinds, the EPA would like to see the Bank of Japan cut its discount rate from the present long established rate of 5.5 per cent as a means of encouraging hesitant investors in the business community.

The Bank of Japan appears to agree that Japan's domestic economic situation requires an interest rate cut if only because "real" interest rates have risen sharply over the past year and a half as inflation rates have fallen. It has refused, however, to make any change in the present rate so long as interest rates remain high, and so long as the resulting interest gap with Japan continues to undermine the value of the yen.

The fact that the current yen-dollar exchange rate of around \$1 equals Y240 probably underestimates the yen's true value between 15 and 20 per cent.

It might seem at first sight to be a windfall for an economy whose main hopes of recovery over the next few months will rest on the growth of its exports. But Japanese officials at the EPA and elsewhere emphatically decline to see it that way.

The cheapness of the yen in both 1982 and 1983 has done a lot to inhibit imports, according to the Economic Planning Agency's annual White Paper, which calculates that a 10 yen to the dollar depreciation on the yen means an import "loss" of \$600m in the year it occurs and of no less than \$1.8bn a year later.

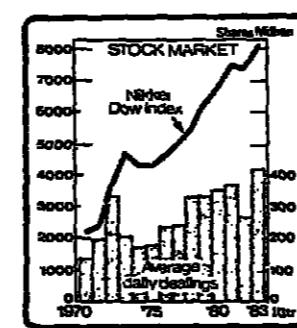
Japan ranks fourth among the major industrial nations as a donor of "Overseas Development Assistance" (ODA) but only 13th if its ODA is measured as a percentage of Gross National Product. Since the late 1970s the Government has undertaken two aid doubling programmes, but the second—covering the years from 1981 to 1985—now seems condemned to almost certain failure.

So far as types of aid are concerned Japan traditionally

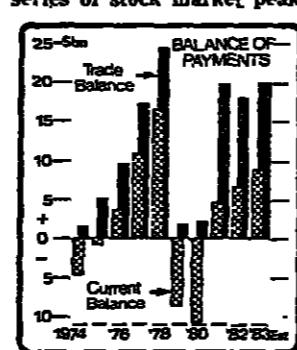
has given preference to "project" loans over mere balance of payments assistance (despite periodic pressure from the U.S. to give the latter type of aid).

Japan also appears to be known for its meticulous approach to the vetting and approval of eligible projects.

In explaining this attitude a senior official points out that there is no tradition in Japan of giving for charity (as is the case, for example, with some of the north European nations that



Many key indicators for the Japanese economy have remained flat during the past year. Two that have not are the Tokyo Stock Market index and the current account of balance of payments. Record current account surpluses have coincided with a series of stock market peaks.



Assembling single-lens reflex cameras at Nikon's Tokyo plant. A recovery in overseas demand for Japanese products has enabled the country's industrial production to rise again.



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NOTHING illustrates the predicament facing the Japanese about investing in foreign countries better than the anguish at Nissan's decision to whether to build a car plant in Britain. It is now nearly three years since the project was first mooted and it seems that even a decision to go ahead—about as predictable as movement in the San Antonio fault line—will do little to dispel the apparent wariness of Japanese industry about leaving home.

The Nissan project is on the one hand becoming the symbol of the country's inability to make its mark in some of the Western markets

and on the other hand, that is certain the position of the company's investment in the West is investment in some of the Western markets worth it? How long, if ever, would it take Nissan to recover the minimum Y100bn it would have to spend to set up in Britain?

Charles Smith

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western efforts to rescue the economy of Turkey through emergency aid disbursements.

Japan's recently concluded four-year aid agreement with Korea means that the South Koreans will be receiving a gradually increasing share of total Japanese aid disbursements over the next few years. But the Foreign Ministry seems determined to ensure that, somehow or other, this will not result in others going hungry.

A nation which has ranked extremely low on Japan's aid priority list in the past few years but which could shortly be moved up a notch or two is India. If India does begin to get more Japanese aid in the near future this will be at least partly because of the slight shift in the Indian Government's foreign policy orientation away from the Soviet Union and towards the West that appears to have taken place in the recent past.

Looking beyond the mid-year, Japanese officials seem to expect a gradual decrease in the rate at which Japan will be able to increase disbursements of yen-denominated loans, even to favoured donors, together with a continued hardening of the (admittedly very low) interest rates at which such loans will be offered. The clouds, in short, are gathering so far as the future of Japanese aid is concerned—but in this respect Japan is probably not alone. Scales down targets and reduced expectations seem to be the norm for aid donors and aid recipients almost throughout the world.

Charles Smith

Most Japanese investment overseas has gone into commerce and finance

Manufacturers remain wary about investment abroad

NOTHING illustrates the predicament facing the Japanese about investing in foreign countries better than the anguish at Nissan's decision to whether to build a car plant in Britain. It is now nearly three years since the project was first mooted and it seems that even a decision to go ahead—about as predictable as movement in the San Antonio fault line—will do little to dispel the apparent wariness of Japanese industry about leaving home.

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Purchases

It is clear that while foreign investment in Japan has risen sharply since exchange controls were completely liberalised in 1981, the bulk has gone into commerce and finance. Actual manufacturing investments in 1982 amounted to only \$2.07bn while purchases of stock abroad totalled \$3.8bn and loans \$4.2bn. These figures do not buck the trend.

The wariness is particularly marked in regard to Western Europe, which although taking

about 18 per cent of the total value of Japanese exports, wins only about 11 per cent of Japan's direct investment. The U.S. on the other hand takes some 26 per cent of Japan's exports and on average gets about 26 per cent of Japanese foreign investment in return.

Europe is obviously a more complicated market for the Japanese than the U.S. and is often seen as disparate, indecisive and difficult, despite (or perhaps because of) the presence of the EEC, to anticipate. Certainly, Japan's investments in manufacturing in Europe are a poor third to commerce and finance. Last year \$139m of new manufacturing investment flowed into Europe from Japan compared with \$479m in commerce (chiefly securities) and \$285m in banking and finance.

Any Japanese corporate giant which wants to enter production in these markets will have to construct a factory with fully-fledged automation and robotics with a view to attaining a high degree of production efficiency and quality control.

However, the pursuit of production efficiency such as was practised at Japanese factories is often alien and still uncommon in Europe and the United States, posing a threat to such investment if construction of a major manufacturing plant?

It is worth remembering that Japanese and developed Western countries are still disengaging each other. The same writer, earlier in his article, speaks of Japanese investors abroad entering the "maturity stage" with returns on investment abroad on the increase. The relative immaturity of investment in the U.S. and Europe is borne out by the fact that of the \$13.9bn invested in the U.S. since 1982, 36 per cent

has been made in the past two years; of the accumulated \$6.1bn in Western Europe, 27 per cent flowed in during 1982 and 1983.

Asia, however, is another matter. The Japanese know their way around their neighbours, particularly in South East Asia, where cheap labour has provided Japanese parent companies with a stream of raw materials and components for a decade. The \$1.5bn investment in the Indonesian LNG project in 1983, only 19 per cent of Japan's \$14.5bn investment accumulated in Asia since 1982 has been made in the past two years.

Japanese investors have, however, had their fingers burnt in developing economies that have lapsed into debt, particularly in Latin America, over the past few years.

But perhaps the most telling sign of the approaching maturity of Japan's foreign investment is the degree of egotism which gripped last year's 13 per cent slide to \$7.7bn of overall direct foreign investment from the record level of 1981. Finance Ministry officials expect the level to drop again this year, to around \$7bn.

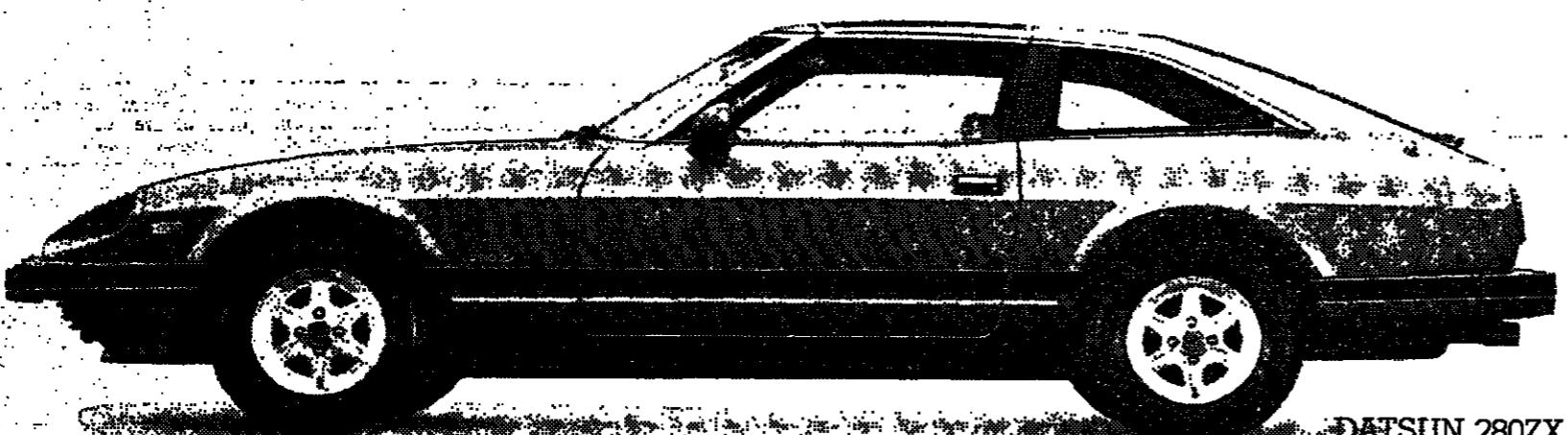
The fall in 1982 surprised no one. The level of investment in 1981, at \$9.9bn, was already double the \$4.7bn of 1980, largely because of the lifting of exchange controls and the Indonesian LNG project.

The fact is, however, that in the space of two years, Japanese foreign investment has been elevated to an entirely new plane.

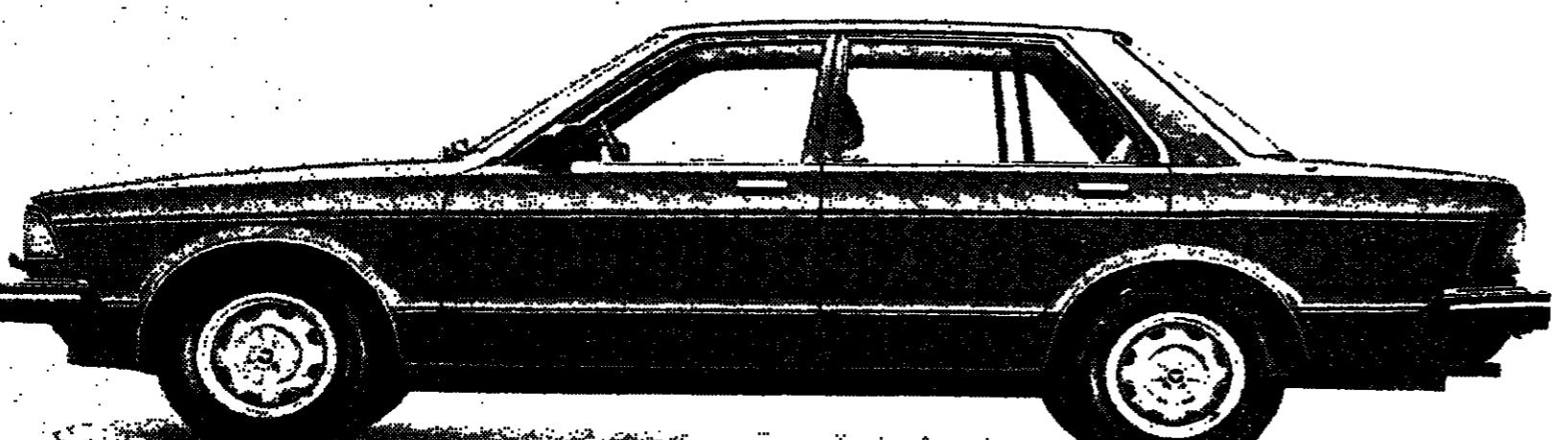
Peter Bruce

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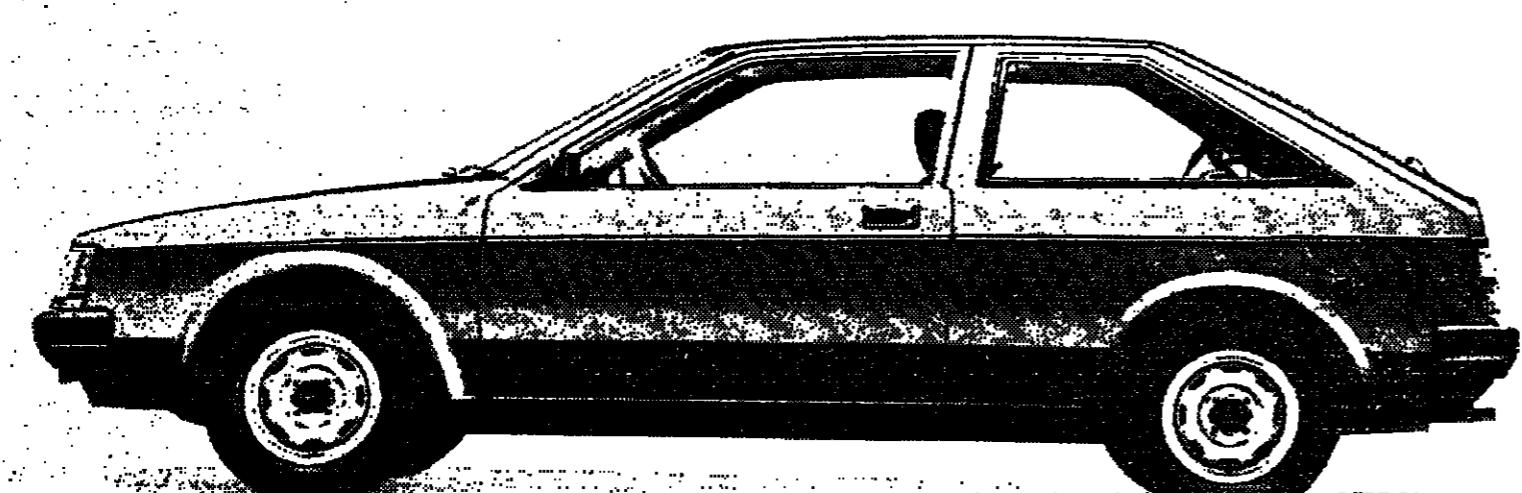
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JAPAN VI

New emphasis on imports promotion

JUST BEFORE he retired as Minister of International Trade and Industry this summer, Mr Sadanori Yamana described the Japanese consumer as having "a vast stomach" for imported goods. It was up to foreign nations to fill it, he stated.

Almost without exception, those same foreign nations complain that they would be only too delighted to oblige but that Japan throws a variety of legislative and social obstacles in their path. Their protests have become loud enough—and trade friction serious enough—that the Japanese Government is now committed to a policy of import promotion, not only through a series of previously announced measures lowering tariffs and quotas but also in a yet-to-be unveiled package designed actively to assist foreign sellers in the Japanese market.

What the Government is going to do is to solve the trade imbalance overnight. Japan's trade surplus this year is likely to exceed \$30bn. This is because exports are turning up on the recovery in the global economy and because imports are falling on lower oil prices (which will cut the import bill by about \$6.5bn this year) and a depreciating yen (the Economic Planning Agency estimates that each Y10 depreciation against the U.S. dollar results in the loss of \$600m of imports in the first year and \$2.3bn in the second: the Japanese currency has fallen nearly Y20 against the dollar in the last six months).

Over the last 12 months there is no doubt that the Japanese Government has given escalating high attention to import promotion. There have been at least three market liberalisation packages, including measures to simplify import procedures. But it is noticeable that each time Japan liberalises some proportion of what a foreign company should employ a sole agent to handle Japanese business or try selling directly to the burgeoning retail trade. Both, it said unhelpfully, had merits and drawbacks.

Packages

Over the last 12 months there

thought they should be changed to conform more to international standards.

The report did find the obvious—that would-be exporters to Japan were woefully ignorant of the domestic market—but was reduced to the judgment of Solomon when it dispensed advice on the key question of whether a foreign company should employ a sole agent to handle Japanese business or try selling directly to the burgeoning retail trade.

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ECONOMY

JAPAN VII

Trading companies move to avert decline in profitability

Search for new business

By CHARLES SMITH

JAPAN'S nine big general trading companies ("sogo shosha") are facing the need to restructure their businesses after many years during which they were seen as a spearhead of the nation's economic development.

One of the problems faced by the shosha has been a gradual decline over the past six to eight years of their once profitable involvement in domestic Japanese trade. The shosha has been taken up in exports and imports, and by the fairly rapid growth of third-country trade (meaning trade between countries other than Japan).

However, with the exception of exports, the shosha have traditionally earned less from their overseas than from their domestic business. Hence the gradual decline in profitability that most of the giant trading companies have experienced in the past few years, and the vigorous search that many companies are now making for new types of domestic business.

Weakening

Apart from their gradually weakening position within Japan itself the majority of the giant general trading companies have suffered from too close an involvement with sectors of Japanese industry that grew rapidly in the 1960s and early 1970s, but which are now in relative decline. The shosha's traditional role as the main exporters of basic industrial products such as steel and petrochemicals but appear to have lost the expertise to handle the newer and more sophisticated products that have been a main source of growth in Japan's exports during the decade.

Importers of the general trading companies pride themselves on having had the foresight to secure access to the likes of coal, iron ore and raw materials needed by Japan's basic industries as long as the late 1950s. Japan's ports of raw materials, however, have ceased to grow rapidly or in some cases have actually declined quite sharply. The last few years with the result that expertise in these areas no longer does much for trading company profits.

The value of the general trading companies' energy import business — and its contribution to overall turnover — jumped sharply after the 1973 oil crisis by virtue of the simple fact that every barrel of oil brought into the country was costing twice as much as before.

Profitability of energy imports, however, is notoriously low so that even the "windfall" of a world oil crisis did not quite serve to restore the shosha's former pre-eminence.

The responses which the major trading companies have made during the past few years to the general stagnation of their traditional lines of business has varied from company to company but certain broad patterns can be observed. The main one involves a vigorous — if belated — attempt to get involved with the high-technology and service sectors of the economy, either as importers of know how and equipment or as organisers.

In order to gain entry to the world of high technology several of the leading shosha have reorganised their departmental structures during the past year, setting up special technology planning groups or extending the terms of reference of existing planning departments.

High Technology

Trying to launch themselves into the fields of high technology and services, the shosha seem to be painfully aware of two facts that could well limit their success. The first is that less than 10 per cent of executives working for most of the major trading companies have educational qualifications covering the fields of science and engineering. This means that in many instances shosha may find themselves in the position of amateurs pitted against professionals.

The second point concerns the scale of the shosha's existing

business. The nine general trading companies collectively handle an estimated 50-60 per cent of Japan's external trade (although in some cases "handling" may not mean much more than collecting a small commission from transactions for which other companies also share responsibility).

Seen beside their existing transactions the new businesses which the shosha are seeking to develop look like very small beer indeed. This does not alter the fact that the trading companies have to keep on the move if they are not to be left high and dry by the structural changes taking place elsewhere in Japan's economy.

Mitsui's petrochemical plant in Iwakuni-Otake. Shosha play a major role as exporters of basic industrial products but seem to lack the skill to handle newer, more sophisticated products

Charles Smith reports on the controversial role of MITI

Architects of industrial policy

INDUSTRIAL policy — meaning official guidance and support for industry that cuts across normal market mechanisms — is rapidly emerging as a bone of contention between the U.S. and Japan (to say nothing of the U.S. and certain European countries).

The American argument appears to be that Japan has given itself an unfair advantage in world trade by subsidising the development of some industries ("targeting") and by artificially arresting the decline of others.



Naohiro Amaya: he thinks MITI's power is over-rated by foreigners.

Cast as the villain of the piece is the Ministry of International Trade and Industry (MITI), although an alternative version of the argument holds that what the U.S. really needs to bemoan is that some of its manufacturing and some of its more declining industries is a MITI of its own.

According to a former vice-minister of MITI, who is now a special adviser to the ministry, the U.S. is giving both too much and too little credit to the architects of industrial policy in Japan. Mr Naohiro Amaya claims that MITI's power is in decline today and that its influence is seriously overrated by foreigners. He adds, however, that this is largely because Japanese industry has become too competitive to need much help from bureaucrats.

Industrial policy in Japan includes disruptions of normal market mechanisms caused by external events such as the 1973 oil shock; threats posed to the survival of basically viable Japanese industries by foreign competitors enjoying temporary advantages; and the wide variety of "structural" distortions to which the Japanese economy seems to be subject.

Japanese industrial policy was born in the mid 18th century when Japan opted for a policy of developing selected industries with heavy government support to counter western demand for tariff-free access to the domestic market. Its importance has waxed and waned since then but Amaya says the principle on which industrial bureaucrats operate has remained the same: government intervention in industry can only be based on the consent of the private sector, not on a one-way process of bureaucratic interference.

Amaya adds that the worst period in the history of industrial policy-making in Japan came immediately after World War II when MITI enjoyed too much power and was hated and distrusted by private business.

The sorts of problems which Amaya sees as fit subjects for

power to guide Japanese industry are too numerous to discuss in detail in a short article, but Amaya believes that MITI got into its stride during the 1960s when Japan was faced with the need to undertake its first major round of import liberalisation. Liberal import controls meant a nominal reduction of the powers vested in MITI, but the ministry timed the liberalisation measures in such a way as to increase its leverage with the private sector.

Restrains

It repeated the process in the 1970s when the time came to dismantle controls on imports of the older materials in the coming direct foreign investment.

In both cases the liberalisation had to be made to coincide with the upgrading of technological and quality standards in Japanese industry. MITI co-ordinated this progress by persuading companies in the same industry to acquire western technology in an "orderly" manner (in other words not to engage in a free-for-all fight for foreign know-how).

Amaya says that MITI realised in the late 1960s that the course about right.

followed by Japan's industrial development in the first two decades after World War II could not be repeated in the 1970s and 1980s. The change involved reducing the raw materials content and upgrading the added value of industrial products and was curtailed in a vision of the nation's economic future published under MITI's auspices in 1971.

Amaya believes the 1971 Vision set the tone for the remarkable shifts in Japan's economic structure that occurred over the next 10 years. He would probably be the first to agree, however, that the MITI vision set out what, at the time, was the only common sense policy for Japan to follow — and that industry might well have hit upon the same ideas on its own.

Persuasion

One of MITI's main tasks in the period following the second (1973) oil shock has been to persuade some of Japan's more powerful industries to moderate their exports to western markets. (Amaya insists that "persuasion" is the right word here despite the existence of legal powers which could have enabled the ministry to exercise compulsion.)

Another challenge facing MITI has been to reorganise parts of the older materials processing industries (aluminium, petrochemicals etc.) whose economic base was destroyed by the quadrupling of oil prices during the 70s.

Amaya's view of industrial restructuring is that declining industries should, in theory, be left to face free market pressures. In practice, however, a hands-off attitude on the part of MITI would simply have opened the way for political intervention, he claims. MITI's recipe for declining industries, which involves a planned capacity scaling programme combined with some very modest tax incentives, is generally preferable, Amaya believes, to political inspired protectionism.

Amaya says that the cornerstone of successful industrial policy-making in Japan has been a "correct" relationship between the business world and the bureaucracy. He doubts whether such a relationship exists in the U.S. and is accordingly sceptical about ideas for creating a replica of MITI to organise the regeneration of American industry. Amaya's favourite metaphor for describing how industrial policy works in Japan is that of a water wheel which loses power if it is too near the surface. According to Amaya the setting of the Japanese water wheel is just about right.

WHERE BUSINESS COMES FROM

(Percentage of total sales)

	Domestic	Export	1971	1972	1973	1974	1975	1976	Country
Mitsubishi	57.3	38.9	16.2	18.8	22.3	33.2	4.2	8.5	
Mitsui	52.4	42.2	22.9	19.4	20.2	24.1	3.5	14.0	
C Itoh & Co.	58.4	42.5	15.1	18.3	20.1	23.6	6.3	14.6	
Marubeni	58.7	38.4	19.4	17.1	27.1	18.3	18.9	2.7	18.0
Sumitomo	61.5	38.3	19.3	25.9	16.0	15.3	3.3	8.0	

Note: Figures relate to business term ending March 31 each year. Thus "1971" means 12 months ending March 31, 1971.

Source: Nikkei Keizai Shinbun.

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THE NIKKO PERSPECTIVE

ON WHY

Japan is Focusing on High Technology

Haruo Nishio, Managing Director of The Nikko Research Center, Ltd. (NRC) provides a perspective on the Japanese focus on high technology. NRC is a research institute affiliated with Nikko Securities.

RECENTLY there has been much talk in Japan about the importance of developments in high-technology fields. Just what are these fields, how big are they and how fast are they projected to grow?

Nishio: The term high technology is being used extremely loosely. Many scientists use it to refer to the next generation of technologies, such as nuclear fusion, which will not be commercialized until the 21st century. For those of us in the investment field, however, its use is confined to those industries that are presently driving economic growth. They include electronics, mechatronics, biotechnology and new materials.

Without a good definition, the question of size becomes problematic. At Nikko Research Center we have estimated the size of seven product areas which fall under the high-technology rubric. They are consumer electronics, office automation equipment, mechatronics, communications systems, life sciences, semiconductors and new materials. In 1982 the total size of these industries in Japan was estimated at slightly more than ¥6,000 billion. Between 1982 and 1987 we project that the average annual growth for these markets will be approximately 19 percent. The range of forecasted growth rates is from 14 percent for life sciences to 32 percent for communications systems.

Another functional way of defining high technology from the investment perspective is to divide Japanese manufacturing companies into three groups: "gram," "kilo" and "ton" companies. The gram group includes many of the industries just mentioned. The kilo group encompasses the automobile, electrical appliance, textile and other industries that led much of the growth in Japan's industrial production during the 1970s. Finally, the ton group covers steel, shipbuilding, construction machinery and other heavy industries.

The trend over the past few years has been for investors to be willing to pay a higher multiple of earnings for the shares of the gram group, a trend justified by the outstanding performance of this group. Since the beginning of 1980, just after the second oil crisis, the average share price of a select group of stocks in the gram group has risen almost five times. During the same period, the kilo group increased over 2.5 times, while the ton group advanced only marginally.

JUST why has there been such a strong interest in high technology in Japan recently, and what are the longer-term factors encouraging this interest?

Nishio: The interest became apparent in the 1970s following the first oil crisis and with the realization that the fast economic growth of the 1960s was coming to an end. There have been three principal factors—technology, resources and markets—motivating the shift to high technology.

First, technology. In the aftermath of the war, Japan faced a wide technological gap between itself and the United States and other industrialized nations. The process of catching up has occurred at a rapid rate, and now Japanese companies find themselves in a position where they must continue to innovate if they are to sustain growth.

Second, resources. The growth of Japan in the 1950s and 1960s was a model case for traditional development theory. During this period, economic expansion closely correlated energy and resource consumption. With large tanker fleets and other facilities, Japan had developed the infrastructure to both import and export in large quantities. But the oil shock made energy and other natural resources both scarcer and more expensive. At that time, companies in many industries perceived a loss of comparative advantage and began to look for means to reduce their dependence on imported resources, while moving quickly to conserve resources.

Third, markets. Japan's economic growth owes much to the growth of demand in export markets, the success in developing superior mass production techniques and the aggressive marketing of Japanese firms. The slower rate of global economic expansion, however, has dampened the pace of growth in Japan's export sectors and forced firms to look for new avenues of growth.

Thus, the current awareness in Japan is that in order to survive and be able to support a large population living in a small area with few



natural resources, Japan must become a knowledge-intensive society. This implies a shift in the international division of labor as Japan sheds certain industries. And the perceived imperative to innovate has pushed Japanese firms in the direction of high technology.

WHAT effects will this new focus on high technology have on Japanese industry—including the growth, mature and depressed sectors—as well as on Japanese society?

Nishio: I think Japanese society, and industrial society in general, is in an important period of transition. If we really take a long-term historical perspective, we see society moving from its hunting-gathering origins into an agricultural society and then on into the industrial society we find ourselves in now. With advances in electronics, however, we are on the threshold of an information society. The United States has taken the lead in making this transition, but Japan is not far behind.

Our analysis is that the process will be one in which the availability of information will accelerate the process of technological development. This in turn will open up new markets. To be honest, the process is already occurring at a faster pace than most experts anticipated—and the rate is likely to accelerate.

The implications are that information and new technologies will permeate every industry. Already, Japanese companies in various industries have indicated their commitment to use what experience and expertise they have accumulated to develop new technologies and products. For example, textile firms are developing carbon fibers. Food product companies are among the leaders in the biotechnology field. And firms in all industries are doing research on the implications of electronics for their businesses or even moving into the electronics industry itself.

The ultimate result of this trend will be a blurring of the traditional segmentation of industries. Companies in the kilo group are attempting to move into the gram group. Even firms in the ton group are trying to leap to the gram group, shedding the less profitable parts of their businesses in favor of information-based businesses. In terms most frequently used during the past decade, the move is in the direction of

developing higher value-added products. The steel companies, for instance, are doing so with a variety of distinctive products. Some steel firms are even moving into engineering and chemicals. Right now our analysts are looking very closely at company strategies rather than just industry trends.

THERE has been much debate over what role government should play in promoting technological development. What is your assessment of the role of government in the high-technology sector in Japan?

Nishio: This has been a difficult question. Unfortunately, much of the recent debate on the support of high technology—as embodied in the discussion on industrial policy—has drawn on political biases and has not been based on an objective analysis of the facts.

I think the facts in Japan are quite clear. Since the mid-1960s, the government has not had a direct hand in guiding the course of industrial development in Japan. Free competition and the market mechanism have been the basis of economic growth over the past two decades. The role of government agencies—a role that has been frequently misunderstood—has been to facilitate discussion among experts in the academic community and industry. These discussions have been directed at identifying emerging trends and pointing out potential problems facing the economy and society. This has taken the form of various advisory bodies.

In the high-technology area, we are facing a new set of problems. There is still much basic research to be done. Most of it is risky and time-consuming, yet essential for the benefit of both the national and global societies. Thus in Japan, as in other nations, the government is playing a limited role in supporting basic research. The initiative in commercialization, however, is taken totally by the private sector in Japan.

All the data which I have examined points to a much more limited role for government in Japan than in other industrialized nations. In Japan, the government is paying for approximately 30 percent of all research expenditures,

survey, 46 percent of corporate managers said they were planning to hire more people with backgrounds in electronics and communications. The runners-up were mechanical engineering and applied chemistry. In many depressed industries, firms are only hiring research personnel.

SINCE Japanese firms are already at the leading edge of development in many fields, they are forced to innovate. How do you rate the innovative capabilities of Japanese firms, and what are the factors promoting or inhibiting innovation?

Nishio: I think the numbers speak for themselves. If, for instance, we look at the balance of payments on technological transactions, Japan is still recording a deficit, but income as a percentage of disbursements has risen from 20 percent in 1971 to 67 percent in 1981. An analysis of new contracts is even more revealing. In 1971 income from new contracts was still less than disbursements, but by 1981 income had risen to 2.8 times disbursements. The clear conclusion is that Japan is an important exporter of technology—a role which I believe Japan will continue to play in the years ahead.

Another revealing set of numbers is patent applications. Over the past decade, the number of patent applications made each year in the United States has remained stable at about 100,000. In the major European nations, there has even been a slight downturn. But in Japan, the number has gone from roughly the U.S. level to 191,000 in 1980. A significant number of these patents are in such leading edge technologies as optical fibers.

As I mentioned earlier, there are clear historical reasons for the Japanese motivation to innovate. In the process of rebuilding the Japanese economy in the postwar period, there was a severe shortage of engineers and other technical personnel. Many scholarship programs were launched to attract engineering students, and many academic departments and even new universities were established to train them.

At the same time, the emphasis within the natural sciences was different. In Japan it was necessarily focused on the applied rather than the theoretical. I always joke that the one results in patents and the other in Nobel Prizes. Japanese scientists should be aiming for a few more Nobel Prizes, contributing to basic research which will benefit mankind and not just individual corporations. At any rate, it has taken more than 20 years to solve the shortage of technicians, and even now demand is racing ahead of supply.

The telling comparisons are international ones. For the first time, Japan in 1973 graduated more electrical engineers—17,345—from universities than the United States and has remained ahead ever since. Relative to the size of the population, Japan has about as many research personnel as the United States and significantly more than West Germany or France. And as the number I cited earlier would suggest, the best scientific minds in Japan are going into the private sector rather than the defense industry.

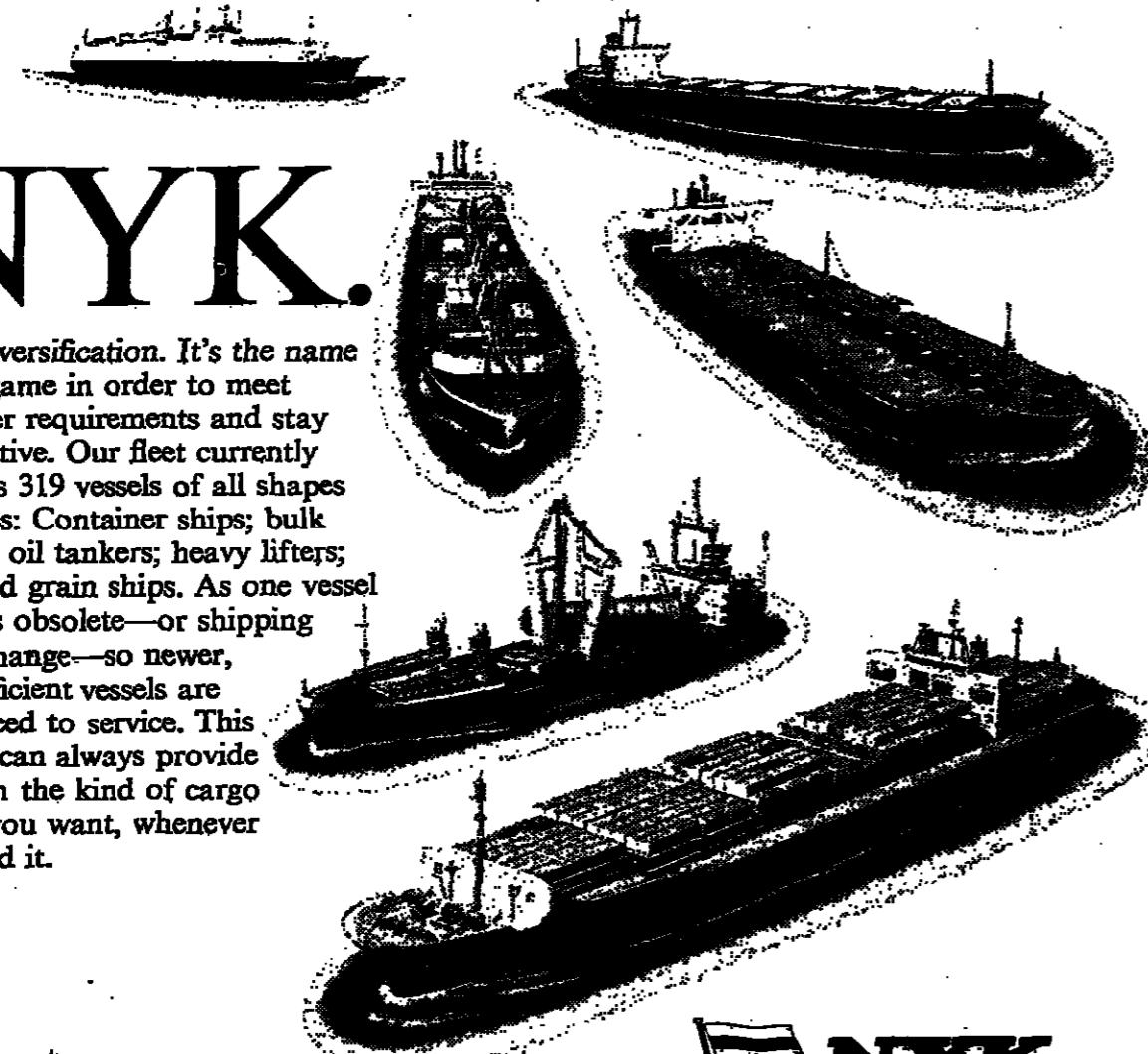
WHAT implications does the focus on high technology have for the growth of venture businesses in Japan?

Nishio: There are various institutional factors which suggest that Japan is not likely to experience the type of venture capital boom seen in the United States. There is, nevertheless, substantial room for small companies to grow and entrepreneurs to innovate. My argument is based on the observation that Japan has built an extremely strong base of companies which supply components or specialized pieces of equipment to larger manufacturers and assemblers. These subcontractors are not being left behind in the race to innovate. Many have the capability to accelerate their rates of growth. And the availability of new technologies will create market niches which are best filled by venture businesses.

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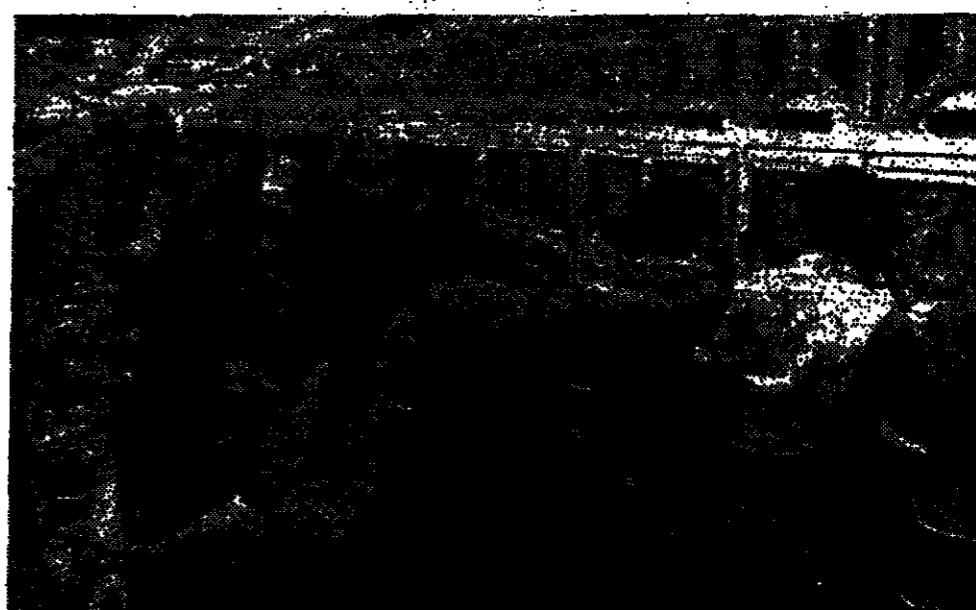
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JAPAN X



Main shopping area at East Shinjuku, Tokyo. Direct lending by banks and insurance companies has increased by 30 per cent.

Fresh curbs on loan sharks fail to satisfy



Slot machine parlour in full swing. Many Sarakin borrowers want the money.

JAPAN'S consumer loan industry, which operates outside the scope of traditional banking channels, has expanded remarkably in recent years, bringing with it a range of serious problems for the consumer loan market as a whole.

The industry now faces distortions and maladies such as managerial difficulties and a sudden upsurge in irrecoverable loans. The industry has to pay a heavy penalty for its hasty expansion achieved through massive build up of heavily indebted borrowers and a consequent train of personal tragedies.

The consumer loan industry currently faces the enactment of laws to restrict consumer loan operators, the so called "Sarakin Law," taking effect from November 1. Companies known as "Sarakin," the abbreviated combination of salaried man and kinyu (the word for finance in Japanese) provide unsecured, non-specified loans with interest rates up to a legal maximum of 10.5 per cent per annum.

In view of the public outcry against the Sarakin's unscrupulous debt collection tactics, driving many borrowers to family suicide, ruin and crimes, the Government finally decided to impose a legal framework of control on the Sarakin system at the turn of the year.

The Sarakin regulation law calls for lowering the lending rate ceiling to 7.5 per cent per annum. The ceiling will be reduced further to 5.4 per cent in three years and to 4.0 per cent eventually.

The law, however, has brought no upheaval for Sarakin operators, because it is full of loopholes and defects, at least according to the National Consultative Committee on Consumer Finance Problems.

The committee voiced dissatisfaction saying, there is no need to allow such a high rate at 7.5 per cent for a three year grace period, because fierce competition and the incursion of outsiders like retail and service companies into the market, have lowered the interest rate to around 4.50 per cent currently. Also the law does not say when the lending rate will be reduced to the final level of 4.0 per cent.

The new law, however, stipulates that those persons who have been fined or jailed under criminal law are banned from working in Sarakin for three years as their punishment.

Apparently the new law is designed to prohibit Sarakin from hiring criminal offenders in collecting late payments.

Because are no rules for their behaviour, it is often the case of debtors collecting late payment at all hours of day and night in the debtor's neighbourhood, at work, even embarrassing debtors' children at school.

Daily suicides

Driven into tight corners, some 400 people this year alone committed suicide, making the headlines of newspapers almost every day.

Since anyone can start a finance company merely notifying local authorities after they have opened offices, there are as many as 100,000 consumer loan companies in Japan, of which 40,000-50,000 are believed to be unscrupulous Sarakin operators, charging interest rates of 70 per cent and operating in almost as high as 100 per cent.

The new law obliges companies or individuals wishing to start consumer loan business to obtain the approval of prefectural governors.

Explosive growth had been predicted for the Japanese consumer loan market since it had been underdeveloped for a long time because Japanese have traditionally been reluctant to go into debt. They are still the world's most prodigious savers.

The potential growth was suggested to be the same that Japan would follow the same pattern of the U.S. where buying with credit accounted for nearly 30 per cent of disposal income, against Japan's 5 per cent.

Why have the Japanese banks been staying away from such a lucrative consumer loan market with such high growth potential? They have been hesitant

LOANS TO SARAKIN BY FINANCIAL INSTITUTIONS (End-March 1983—Yen)

	Direct loans	Composition (per cent)	Indirect loans	Composition (per cent)
Japanese banks	54.8	10.8	221.7	88.1
Of which:				
City banks	16.5	3.3	61.9	15.5
Long-term trust banks	26.2	5.3	24.4	4.3
Trust banks	8.2	1.6	26.2	5.4
Foreign banks	11.9	2.3	30.2	15.1
Mutual banks	243.2	47.9	3.6	0.6
Credit associations	176.3	34.7	15.8	2.7
Life insurance	8.5	1.7	38.1	54.8
Casualty insurance	9.4	1.9	7.9	1.8
Total	507.7	99.8		

TOP FOUR SARAKIN (End-July 1983—Yen)

	Balance of loans (Yen)	Per cent increase on year	No. of branches	Per cent increase on year
Takefuji	383,435	152.4	475	145.1
Premise	353,611	146.9	482	109.6
Aeon	274,777	121.3	348	93.1
Lake	175,317	78.1	479	63.4

to make consumer loans due to the small scale of business.

Banks are forbidden by law to charge more than 20 per cent interest and high administrative costs are incurred on making and collecting payment.

Sarakin consumer loan business is not any more a minor industry.

It has grown to 75,000 business in volume of new loans extended in fiscal 1982. In particular, the top four Sarakin consumer loan operators, Takefuji, Premise, Aeon and Lake, increased the balance of loans by 22.4%, 18.9% and 22.6% at once in a single year to the end of July 1983.

These top four correspond to the level of mutual banks in terms of volume of loans. Their profits equal those of major regional banks. In the number of installation of Cash Dispenser (CD) and Automatic Teller Machine (ATM) they vie with those of top city banks.

The most frequent motive found among borrowers from Sarakin is for consumption expenses and gambling.

The scarcity of comprehensive credit information to some chronic debtors sometimes surprises people. In the recent case of a 43-year-old salaried worker who committed suicide with snowballing debts of Y25m from 45 Sarakin companies, the tragedy could perhaps have been prevented if Sarakin operators had access to the information provided by such a system as Japan Bank Data.

The thriving Sarakin business has generated offshoots such as the Shokuya or Saruya. Of 45 recent cases of borrowings from Sarakin 17 loans were

made through this new breed of Shokuya (Business of introduction) in most cases former employees of Sarakin companies. These people arrange loans from Sarakin companies for chronic debtors who have been turned down by lenders as questionable.

Shokuya charge commission as high as 20 per cent of the total amount of loans made. Saruya, mostly of younger background, recruit heavily indebted customers to repay debts and conduct a business on behalf of customers with a Sarakin company by threatening tactics to clear customer's debt at 30 per cent of the actual amount of debt owed to the Sarakin company.

Public scrutiny

Injection of funds from financial institutions such as banks and life insurance companies to Sarakin has attracted increasing public scrutiny. Banks are criticised for being "wholesalers for Sarakin" and for lending to

Sarakin at the height of the outcry. The Sarakin this year the Ministry of Finance called banks and other financial institutions to restrain from making massive loans to trouble-making Sarakin moneylenders.

Similar guidance was given to banks in 1978 and as a result, lending to Sarakin came under full sway of foreign banks which were not covered by the guidance. Foreign banks lending to Sarakin accounted for 50-70 per cent of the total fund procured by Sarakin at that time.

Public attention is focused on how much effect rather weak Sarakin regulatory laws can make to restore health to Japan's consumer loan market.

Yoko Shibata

SOCIETY

The price of excellence may be too high, reports Barbara Casassus

Education 'race' under review

JAPAN'S POST-WAR education system is usually revered either as a model of perfection or the rest of the world would be wise to emulate, or is castigated as a systematic oppressor of individuality and original thought. Only rarely do views diverge from one of these two extremes.

However, Japan's literacy rate and academic achievement have not failed to impress. After they have completed compulsory education at the age of 15, about 95 per cent of pupils enter upper secondary school or technical college and more than 37 per cent of upper secondary graduates go on to higher education.

Japan claims a literacy rate of over 99 per cent, and widely-publicised tests show that Japanese children have the highest IQs in the world. The effectiveness of the system in producing an educated and strongly-disciplined workforce is generally considered a major factor behind Japan's spectacular economic growth and technological achievements.

The effects may be excellent, but concern is mounting at the price children and the rest of society have to pay. High IQ scores are dismissed by critics as merely proving that the Japanese are better at tests than children of other nations, especially in maths and science, and as stemming directly from the learning-to-read methods and the "examination hell," which accompanies the stiffly-competitive advance through different stages of the system.

Control

Considering the lack so far of any move to loosen the tight centralised control over education, it is perhaps surprising how many Japanese educators and government officials admit that the system's greatest failure is that it stifles creativity in providing equal opportunity.

The uniformity this breeds is generally acknowledged to be an important cause of the growing violence in lower secondary schools (ages 12 to 15), which developed into a national issue earlier this year after two particularly dramatic incidents captured the local headlines.

The extent of lower secondary

service and industry and, moreover, over 90 per cent of the Ministry's teaching staff are known for its staunchly conservative approach. Its authority to change passages in texts before they are approved for use in schools created a diplomatic furore with China and South Korea last year, following charges that Japan's military actions before and during the last war had been played down in history books.

The spread of delinquency, also blamed on factors ranging from the Japanese tendency to follow their peers' example to dietary deficiencies, is being taken seriously by the authorities and has prompted a number of measures to help schools and the police deal with offenders.

It was cited as one of the reasons behind Prime Minister Nakasone's decision in June to set up a seven-member, top ranking advisory panel to draw up new educational guidelines and submit proposals in a year's time.

Critics view his initiative with scepticism, however, and consider it to be politically motivated in the run-up to the House of Councillors (Upper House) elections, held at the end of June.

Public awareness of the rigours of the system is amply illustrated by the astonishing success of Japan's best-selling book, *A Little Girl at the Window*. An unashamed attack on Japan's present system, it is an autobiographical account of the early schooldays of foremost television personality, Tetsuko Kuroyanagi, who was expelled from primary school in her first year and was rescued from otherwise inevitable failure by attending a progressive school.

Kuroyanagi is an exception, as a good education at the "right" institutions from primary level through to university is an essential prerequisite for career openings in the most prestigious organisations.

A consequence of this has been the mushrooming of the fabled *juku*, or cram schools, which are absorbing a rising share of fixed household expenditures in an effort to prop up children through the "examination hell"; do not see a rise in an increasingly early age and parents' desire to limit the size of their families, in order to give their fewer offspring the best possible education.

A classic example in higher education is the state-run Tokyo University, or Todai, as it is known. Its graduates occupy many top positions in the civil

service and industry and, moreover, over 90 per cent of the Ministry's teaching staff are known for its staunchly conservative approach. Its authority to change passages in texts before they are approved for use in schools created a diplomatic furore with China and South Korea last year, following charges that Japan's military actions before and during the last war had been played down in history books.

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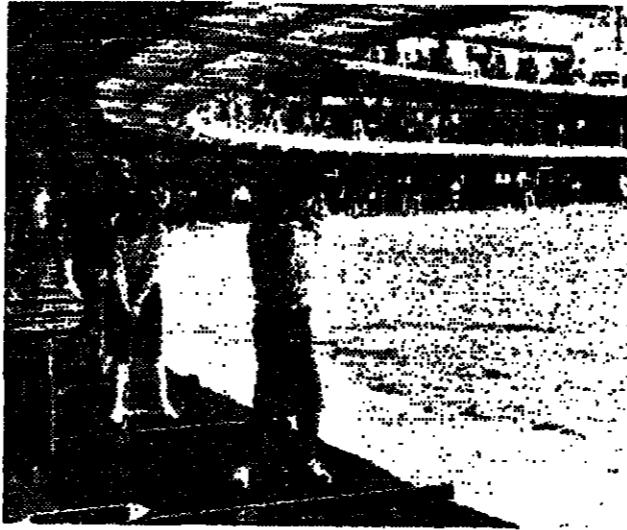
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Glyn Genia

Golfers practising at a multi-storey driving range in Tokyo. The Japanese play as hard as they work.

Big spending on leisure

THE JAPANESE spent Y38.215bn, or \$165bn, enjoying themselves last year. This is 6.8 per cent more than in 1981 and, in turn, more than double the real national economic growth rate for 1982 and about double the expansion in overall consumer expenditure.

Nonetheless, it appears that a university career is losing a little of its lustre. Like other developed countries, Japan has a growing problem of graduate underemployment and this is encouraging some youngsters to turn down university places they are offered in favour of attending vocational schools, where they acquire skills and knowledge of immediate and direct use in the workplace.

Although the number of youngsters in education is stabilising and stress is being laid on qualitative improvements in the system, expenditure allocations under the government's austerity budget for fiscal 1983 are just 1 per cent lower than those of the previous year. Subsidies to private upper secondary schools and universities were cut and fees were raised, but against pressure from the Ministry of Finance, the Ministry of Education won its battle to maintain free textbooks in compulsory education.

This is presumably because it is now deemed essential, which is a sensible way of looking at things but confusing if not entered into official statistics. There is, for example, little doubt that watching TV is the Japanese pastime: 98 per cent of Japanese homes have colour sets against 89 per cent in the

U.S. Television is watched by the average family for 8 hours 15 minutes a day (6 hours 45 minutes in the U.S.) and, though corporate Japan shudders to admit it, for 16 weeks of the year TV sets are constantly turned on in offices, for the six sumo wrestling and two high school baseball tournaments. Throw in soaring demand for video cassette recorders and the national mania is apparent.

Looked at another way, this translates statistically into the fact that each Japanese man, woman and child spent an average of Y327,455 (or \$1,336) in 1982 on non-essentials. On a per capita GNP basis that is the equivalent of roughly 18 per cent of income.

The trouble with most statistics—and Japan's are no exception—is that they never quite correlate. Thus, for example, Centre, a quasi-government institute which keeps track of the Leisure Development recreation, does not really consider watching television to be any longer a pastime.

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April and early May, when people often take seven to 10 days off. Similarly, the single New Year's Day holiday can generally be stretched.

The five-day working week is gradually taking hold (even the banks, in the first change in hours in 55 years, now close for a full weekend once a month). On paper, the typical Japanese "salaryman" takes perhaps only a week's holiday a year, but in practice it is becoming much more.

Japanese analysts of leisure patterns furiously dispute the stereo-typical image that, in play as in work, the Japanese do it all in groups. They point to the enduring popularity of traditional pastimes (newer arrangement, tea ceremony and go, the intricate board game) and the growth of sports such as tennis, golf and, latterly windsurfing, all individual pursuits. Nor, they argue, do the Japanese travel en masse, at home and abroad, as much as the rest of us do.

But a less scientific observer tends to conclude that once the Japanese look on to what they perceive as a good thing they all want to do it together, at the same time. Hence the phenomenal traffic jams at certain peak travel periods; skiers crammed like sardines into bullet trains, lucky if they get a couple of runs a day so great are the crowds; gold courses easily able to get away with charging Y100 a round (the national average is about \$45).

This underlines a second element of the Japanese as leisure consumers. He (and increasingly she) tends not to be price sensitive in the purchase of sporting equipment. The quality and cost of golfing gear (clothes as well as clubs and bags) to be seen on a typical Japanese course is comparable to that of the most affluent American country club.

Throughout the leisure section, however, some imported, more domestic products acquire the cachet of status symbols.

The overall picture, therefore, is of a catholic consumer society now having more time and money to lavish on a wide variety of activities than before. Inevitably there are some odd elements. As in the West, film-going is on the decline (with only a third the number of cinemas in the country in 1980 compared with 1960). Yet over a shorter span, 1968-1980, the number of art museums open rose by 70 per cent.

The demand for musical equipment, especially the electronic kind, is up, but the audio market is glutted. Pachinko, a peculiarly mindless form of pinball, remains a minor national addiction, while table tennis, once a Japanese forte, languishes, as does horse racing. There is, in sum, no accounting for taste, not even in homogeneous Japan.

JAPAN XI

control that Japanese wives traditionally have exerted over the family budget: but it also stems from the shifts evident inside Japanese family life.

The conventional "salaryman" is becoming slowly weaned off his traditional regime of working all day, eating and drinking all night with business colleagues and disappearing to the golf course in any free time. He is now more likely to spend at least some time in family activities, particularly if he shares the domestic load with an employed spouse.

This is most evident in Japanese travel patterns, by far the largest single outlay for outdoor activities. Although the single Japanese woman has long been a significant element in the travel business, there are signs that an ever-increasing element in the dual-income population consists of the dual-income family. Equally noticeable is the fact that more Japanese women now hold driving licences (39 per cent) than ever before—which the Japanese car industry recognises in its increased output of minicars.

Influence

It used to be that Japanese manufacturers were wary of the female influence on leisure spending because young women, Leisure Development Centre soberly reported three years ago, were "among the most unreliable and tickle of all consumer groups." Their addiction to tennis, not considered a sport which the Japanese play well, was suspect.

But tennis has endured and expanded and now ranks, in terms of the frequency of participation, after only jogging and cycling among non-traditional, active pastimes.

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Jurek Martin

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Mitsubishi Starion and Turbocharged edition from £11,441

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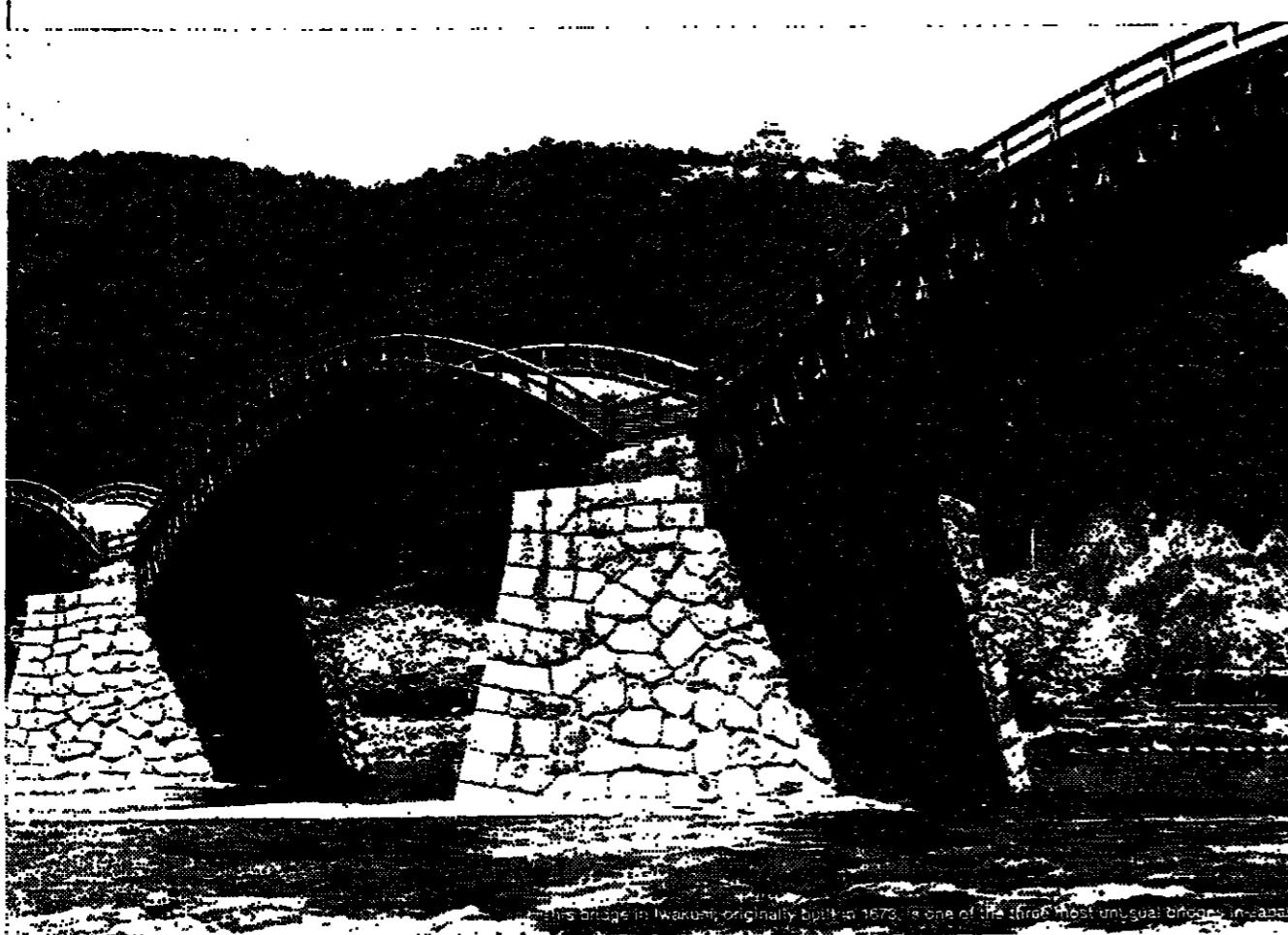


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JAPAN XII

Long haul for women's liberation

ANY WESTERNER to the left of Ronald Reagan is likely to find the lot of Japanese women a bit of a puzzle, and even a close inspection, will reveal few manoeuvre and frustration. Few countries, of east or west, north or south, have such an educated, literate and accomplished female population. Yet there are surely no comparable industrialised countries which in both attitude, female as well as male, and in practice make it so hard for women to perform a consequential role outside the home.

There is no disputing that the status quo suits the majority of Japanese in both sexes in that it is, for all the trappings and some of the substance of modernity, a traditional society. When Prime Minister Nakasone extols the conventional role of women, as he frequently does, he ripples few waters in Japan.

In spite of some recent exceptions, corporate Japan, with its eye on cost-benefit analysis, agrees with him overwhelmingly: so, according to a government survey this summer, do Japanese women, 71 per cent of whom supported the proposition that "husbands should go to work and wives should stay at home". The comparison with 24 per cent of American women, 25.9 per cent of British women, and 13.5 per cent of Swedish women who took the same view.

Quiet revolution

But it can also be argued with increasing statistical evidence, that some kind of quiet revolution in women's roles in Japan is under way of its own volition. In 1972, for example, the proportion of Japanese women agreeing with the above proposition, 53 per cent, was 10 per cent of women (either education, self-fulfilment, economic necessity, smaller families etc) more than half Japanese women are engaged in some form of employment outside the home.

More than half Japanese companies have some form of promotion policy for women. There has even been a slight increase over the last decade in managerial opportunities for women, in public and private sectors, and in university graduate hiring.

But the statistics, inevitably, cut both ways. The great majority of women work before marriage (at an average age of 25.3 years) and after the children have passed from direct parental care (45 plus). Career development, therefore, to put it mildly becomes difficult. Sixty per cent of work-

ers though, the statistics, inevitably, cut both ways. The great majority of women work before marriage (at an average age of 25.3 years) and after the children have passed from direct parental care (45 plus). Career development, therefore, to put it mildly becomes difficult. Sixty per cent of work-

ing Japanese women are employed in the wholesale and retail sales sectors and other service industries, but only 5.3 per cent hold managerial positions. In the professions, women account for only 6.4 per cent of its engineers, 9 per cent of its lawyers (not numerous in a non-litigious society), 15 per cent of its journalists, and a meagre 0.5 per cent of senior civil service staff.

By contrast, women are well represented in the occupations traditionally reserved for their sex, comprising 70 per cent of the health care labour force, mostly nurses, 61 per cent of those engaged in music, 43 per cent of teachers and 26 per cent of those working in the visual arts. (Yet, as anybody who watches Japanese television quickly discerns, the great majority of these perform conventional female roles as either supplements to the male personality or as stars of programmes overtly aimed at women.)

Indeedly, the question arises as to whether or not Japan is advancing, abusing, or underusing a significant proportion of its population. Earlier this summer The Economist argued, with some passion, that "the country is going to need lots more quick-witted office workers if its new 'brain intensive' industries are to take over the economic running being surrendered by its flagging heavy industries". The well-educated Japanese woman, it went on, could do for the technological sector what the Japanese peasant did when he forsook the paddy field for the factory.

The qualifications certainly are there and appear to be getting better all the time. In 1981, 33 per cent of young Japanese women completed college (versus 6.5 per cent in 1961); less than 4 per cent went to work after junior high school in 1981, compared with over 35 per cent 20 years before.

Nor, contrary to the impression given by much of the Japanese popular media, is the non-working Japanese woman principally engaged in a non-stop round of boutiques and tennis clubs. She is ceded the principal responsibility for the supervision of children's education. She also runs the family finances. This summer's government survey reported that in 80 per cent of Japanese households wives control the family budget (against 36.5 per cent in the U.S., 32.6 per cent in

Britain and 11.5 per cent in West Germany).

Yet for all the satisfaction that probably the majority of Japanese women derive from the conventional role in the home, there is growing evidence that more might be accomplished. After all, the average life span of the Japanese woman is now 79.3 years, nearly half of it after principal child-rearing responsibilities have been relinquished. The growing influx of older women into the labour force, even if much of it part-time, is just one manifestation of a desire for something else (in cosmopolitan Tokyo, it is ascribed mostly to self-fulfilment, in industrial Osaka to economic

lifestyle).

The qualifications certainly are there and appear to be getting better all the time. In 1981, 33 per cent of young Japanese women completed college (versus 6.5 per cent in 1961); less than 4 per cent went to work after junior high school in 1981, compared with over 35 per cent 20 years before.

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Japan).

The record of birth control is

little better. Because women

have not been seen as a per-

manent part of the labour force,

they have become in effect a

reserve, flexible labour pool to

be manipulated at a company's

discretion.

If, for economic or other reasons, a company wants to reduce the number of its employees it does so often by simply not hiring its regular quota of female graduates.

One leading Japanese bank freely concedes that the labour savings it has produced from computerisation have been achieved by limiting female employment. Similarly, in good economic times, it is easy for a company to take on additional part-time workers, mostly women, and, if necessary, to lay them off later, without having incurred any of the obligations attendant on full or life-time employment.

Again, there are signs of changes, albeit incremental. Some of the big trading companies are hiring young women in career-stream positions. Another Japanese bank is offering priority to previous women employees who want to return to work after child-rearing. A handful of electronics companies are hiring women as computer programmers, working, if necessary, from home terminals.

But, in a male-dominated society, the road for women has been and remains rough if they wish for an alternative to what society traditionally has required. This probably explains why Japanese feminists have often appeared so strident, certainly in comparison with the deference usually associated with Japanese women.

And for both sexes, ingrained attitudes still run deep. A close acquaintance in Tokyo, a professional woman of considerable expertise in her field, has been approached several times this year for advice by a very prominent Japanese company. This she has given.

It is remarkable that the company has yet to offer a consultation fee, and it is perhaps even more revealing that the woman herself has yet to summon up the nerve to ask for one.

Jurek Martin

Preparing for the age of the aged

THE SPEED at which Japan's population is ageing is likely to pose problems which the country has yet to find ways of solving, problems which will peak early in the next century.

The phenomenon of an ageing society may be widespread in the industrialised world but nowhere is the socio-economic impact as great as it could be in Japan. It is generally believed the present system of pensions and other social benefits will be able to support the rising number of elderly people until the turn of the century, but planners are aware that in the early part of the next one the burden will become too heavy for the present employment and benefit systems to bear.

As a result of the increase in life expectancy and falling birthrate, the ratio of over 65-year-olds to total population is expected to jump from 9.5 per cent in 1990 to 15.5 per cent in the year 2000 and 21.9 per cent in 2020, when it will exceed the proportion of under-15s, according to government projections.

This will bring the dependency rate of the elderly to the working population—classified as the 15 to 64 age group—from 14.1 in 1982 to 35.8 in 2020. Or, to underscore the burden this will represent, each person of over 65 will then be supported by fewer than three potential members of the workforce, against eight in 1980.

Stark though these figures may be, they presuppose the birthrate will start to rise again after 1985 and that the percentage of people in the working age will remain fairly stable—assumptions regarded as far from certain by some planners.

Already the effects of the ageing of society, coupled with the Government's attempts to narrow its huge budget deficit, are starting to show. The Welfare Ministry has announced plans to cut health insurance coverage to 80 per cent of medical costs. State pensions are falling behind in real terms and the relative age is rising in an effort to keep the older generation economically productive.

The government is encouraging the private sector to extend its mandatory retirement age from the present average of about 57 years to 60 by 1985 and some planners expect it to

go up to 65 or eventually even to 70.

But this could place too great a strain on company finances for Japan's celebrated seniority-based lifetime employment system to survive, at least in its existing form. Apart from the fact older people will account for a larger share of the workforce, the slower pace of economic expansion has flattened the rate of corporate growth, so that companies are unable to create enough senior posts to accommodate their ageing employees.

High salaries

One expert forecasts that the proportion of 45 to 55-year-old university graduates in management posts will plunge from 70 per cent to 30 per cent by the year 2000, when people born in the post-war baby boom reach that age.

In addition, employees, who command high salaries at the time of retirement from their companies, are finding it more difficult to obtain well-paid enough jobs to induce them to work rather than register as unemployed, until they reach state retirement age.

One mitigating factor to the ageing problem in Japan is that significantly more older people work than elsewhere in the developed world, mainly in order to support themselves, so there is consequently less concern about the long-term possibility of a numerically dwindling workforce.

However, there are fears about the effect of ageing on the medical and health services to ensure that the quality of care does not deteriorate under the weight of increased demand and to preclude abuse of the system because of insufficient controls.

Of major concern to planners is the probability of a further decline in savings, which have played an important part in financing government budget deficits. Having fallen steadily since 1974, personal savings still represented a substantial 19.4 per cent of GNP in 1980. But the rate is likely to continue its downward slide as older people draw on these funds to help support themselves and as the working population, faced by escalating social contributions, spend more of their income to maintain their standard of living and count on the state and other sources to provide for them in old age.

Signs of erosion in the life-time employment system are starting to appear. Some companies are introducing an element of responsibility and ability into their salary structures, rather than basing them exclusively on length of service, and are slowing down pay increases when employees near retirement.

Another aspect beginning to change because of pressures on companies' financial resources is retirement allowances. Traditionally, employees have received lump sum payments, but these are partially being replaced by corporate pension schemes to spread the outlay.

The cost to the working population of supporting their increasingly numerous elders will inevitably rise dramatically, especially compared to the relatively low level of taxes and social insurance contributions paid so far. Under the current system, it is estimated that pension scheme contributions—already accounting for a growing share of fixed personal expenditure—will triple by 2020, when the ageing of society peaks and that taxes and all social security outgoings will swallow 50 per cent or more of the average pay packet, on a par with Europe now.

Depending on the ultimate mix of state and private pension schemes the proportion of national income represented by the former is predicted to come within the range of 14 to 40 per cent. At the same time, the cost of medical and health care is expected to swell to 17 per cent of GNP by the year 2000, a rate 3 per cent less than total government expenditure now represents.

It is recognised that greater co-operation will be necessary between all branches of the medical and health services to ensure that the quality of care does not deteriorate under the weight of increased demand and to preclude abuse of the system because of insufficient controls.

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According to some experts,

the major cause of Japan's ageing society is the steep drop in the fertility rate. In the chaos after the 1959-65 war, widespread birth control became possible for the first time—mainly by abortion. Since the baby boom of the late 1940s, the trend has been toward smaller families, principally as a result of the breakdown of the traditional multi-generation family unit, and parents' desire to give their children a good education—which can be expensive in Japan's highly competitive exam-oriented system.

The argument that the size of the population should not shrink so far as to reduce productivity levels, is closely linked to the present debate over proposals to abolish the legally permitted "economic reasons" for abortion, still a major method of birth control.

Personal savings

In effect, by pleading inadequate economic resources, women can now obtain abortion on demand, whereas efficient and side-effect free contraceptives are not readily available.

There are approximately 600,000 abortions reported a year, although the real figure is believed to be as high as 1.5m or 2m. The anti-abortion lobby, which considers economic reasons are no longer justified in a country with the second largest GNP in the free world, whereas their opponents fear that curbing the right to abortion under present circumstances will deprive women of the choice of whether or not to have children.

Although unconscious of the magnitude of the problems Japan's ageing population poses, planners have more urgent tasks at hand. They consider personal savings will be sufficient to support private investment and the national debt for at least another 15 years. But the real need for greater self-reliance by both corporate and individual savings and an assessment of the repercussions of the shift to the service industries, which help create employment, but generate little production.

Barbara Cassassus



Girls eating in the Ginza district of Tokyo. Japanese women are slowly beginning to look for fulfilment outside the home

INDUSTRY

JAPAN XIII

HOW ENERGY COSTS HAVE RISEN

(as a percentage of total production costs)		
	1970	1973
Petrochemicals	22.9	52.3
Chemical Fertilisers	15.8	25.5
Chemical Fibres	11.6	14.4
Synthetic Resins	13.6	28.8
Alloys	32.6	42.8
Aluminium Ingots	24.2	40.7
Paper	12.6	17.2
	19.8	53.3

Source: Journal of Japanese Trade and Industry ("MITI Journal").

Energy policy aims to cut oil use further

JAPAN'S Ministry of International Trade and Industry recently slashed its projections for the country's future energy consumption yet again. In a revision of the long-term energy supply and demand outlook last year, MITI estimated that the country would need the equivalent of 590m kilotonnes of energy in 1990. However, a new forecast, to be finalised later this year, anticipates that Japan will need only 450m to 480m kilotonnes of energy then.

Energy conservation, particularly in industry, has been very successful. Falling production in the country's flagging energy-intensive industries, once leading consumers, faced with higher fuel costs and less demand for their products has also contributed to the cut in energy use. Over the past three years energy demand in Japan has shrunk by 3 per cent a year even though the country's GNP has continued to grow at around the same rate.

Industry has made an all-out effort to cut energy use. The real cuts have been in oil consumption. The large integrated steel mills now use virtually no oil having switched to coal where they can and have otherwise generally introduced energy saving measures.

After the massive price rises of the two oil shocks Japan has had plenty of incentive to cut oil use. The value of oil and petrochemical products imports for around 40 per cent of Japan's total imports. The country needs to import about 84 per cent of the energy needs and oil has accounted for a major part of those imports in fiscal 1973 it accounted for 78 per cent of all energy used. This dropped to around 62 per cent in fiscal 1982.

The two oil crises jolted the Japanese economy. In the short term they affected prices, domestic demand and the balance of payments. Their influence on Japan's industrial structure is still being felt. Will the recent reductions in energy prices have the same profound effect? In the opinion of a Bank of Japan analyst probably not. He expects the cuts to have a "one shot" rather than a sustained effect on Japanese industry and the economy.

The price cuts earlier this year which brought down the cost of a standard barrel of crude oil to \$29 were much smaller than the rises which sparked the upheaval during the '70s, he points out.

Using a formula based on source of oil, BOJ calculated that the import price to Japan for barrel oil during fiscal 1983 by \$2.1 or 11.8 per cent from the previous year. This should trim around \$1.3bn of Japan's oil bill this year.

Benefits

There will be benefits in other areas. Domestic prices, already well under control, will rise even more slowly. Business conditions are expected to improve. The GNP is likely to get a boost from the oil price cuts of perhaps 0.2 or 0.3 per cent on top of the official 3.4 per cent. Government forecast (usually more of a target than a certainty). While the rise is small it is nonetheless consoling for some observers who feared for Japan's economy. "We're not getting off the ground."

Less welcome may be the cut in Japan's total imports which will give it an even larger surplus, possibly stoking trade friction further. The country is expecting a whopping current account surplus this year. Estimated range from \$20bn to \$25bn. Next year it could be even larger if the recovery in the U.S. fails to materialise and the yen exchange rate remains weak. The yen's weakness has also weakened the effects of the oil price cuts.

The main savings of the oil price cuts will be kept to the basic industries which buy directly from oil refiners such as the petrochemical companies or electric power companies, says the BOJ.

The oil refiners themselves while paying less for the raw material have seen only gains wiped out by parallel reductions in selling prices. But cheaper raw material costs are not likely to be translated into more jobs opening up but are likely to go into corporate profits, the Bank of Japan expects.

A reduction in oil prices, however small, will lessen the burden of those parts of industry which have been worst affected by price hikes. But the current reduction will at best

19 1983

THE REMARKABLE speed at which Japanese industry has shifted into high technology sectors such as integrated circuits and computers is often pointed to as one of the reasons why the economy has come through two oil shocks in a state of considerably better preservation than those of many western countries. However, there is also a darker side to the process of structural change that has been under way in Japanese industry during the past few years.

The large group of "basic materials" industries that produce such things as petrochemicals, aluminium ingots, paper and chemical fibres is in deep trouble because of sharply rising energy costs related mainly to the after effects of the 1979 oil shock. The plight of the materials industries has presented the Ministry of International Trade and Industry with a policy dilemma to which solutions are only gradually being worked out.

Before the first oil shock hit Japan in 1973 industries such as petrochemicals and synthetic fibres ranked among the main pillars of the Japanese economy despite the fact that the products being made by each company were essentially identical competition could only take the form of price cutting. This meant that by the end of 1982 the average domestic price for aluminium ingots in Japan was

halved sharply after 1973, but it was not until after the 1979 oil shock that problems began to build up really seriously.

During 1981 the 40-odd companies making up Japan's petrochemical industry suffered an estimated Y150bn worth of losses while the aluminium refining industry is thought to have been in the red during 1982 by around Y50bn. Declining demand for basic materials from the processing and assembly industries—which had proved all too successful in rationalising their own operations from 1973 onwards—added to the problems presented by high input costs. Yet another aspect of the materials industries woes was the impact of excess competition within each industry on price levels.

Identical

The aluminium refining industry is made up of five separate companies each of which fought hard for market share (in order to raise operating levels and lower overheads) in the difficult period that started in 1979. Since the products being made by each company were essentially identical competition could only take the form of price cutting. This meant that by the end of 1982 the average domestic price for aluminium ingots in Japan was

Y300,000 per tonne as compared with production costs of around Y500,000.

Officials of the Ministry of International Trade and Industry who have been saddled with the task of devising a policy for the structurally recessed industries admit that the most logical solution might be to allow market forces to drive them out of existence altogether. Such a solution, however, is ruled out in practice for a number of compelling reasons.

The materials industries tend to play a major role in the economies of some of Japan's less developed regions, which means that their disappearance could cause severe local disruption.

In addition MITI bureaucrats feel that Japan must preserve a certain minimum production capacity in most of the industries concerned so as to be able to bargain with foreign suppliers of industrial materials. A final point is that although the materials industries are described as "basic" they are important repositories of technology which has a potential spin-off elsewhere in the economy.

As an alternative to standing back and allowing the materials industries to meet their fate MITI has evolved a series of complex restructuring plans for

each sector, some of which have already begun to be implemented. The Minister's plans for petrochemicals starts from the assumption that Japan will need only around 3.8m tonnes of ethylene production capacity by 1985, compared with the current level of 6.2m tonnes (including plants that have already been mothballed).

The plan then goes on to specify production scrapping percentages for each major section of the industry. In its latest and most detailed form the plan indicates how scrapping percentages will be divided up between individual companies.

A second aspect of MITI's plan for petrochemicals envisages a company-to-company bargaining on the swapping of capacity cuts in such a way as to make the least efficient or smallest plants in each sector bear the brunt of the rationalisation process while allowing larger and more modern plants to enjoy economies of scale.

MITI sees the swapping of capacity cuts as second best alternative to mergers, which are ruled out in the petrochemicals industries as in most other Japanese industries by the strength of inter-company rivalries. It proposes that companies that undertake more than their allocated shares of

cuts should be compensated through cash payments or through the supply of petrochemical materials at a discount by those which take less than their share.

Nationalisation

The MITI plan for petrochemicals, like those for other structurally depressed industries, evolved not within the Ministry itself but as the result of a series of hearings by a sub-committee of the Industry Structure Council, a MITI-affiliated body whose members include businessmen, scholars, journalists and retired officials from other ministries.

The ISC hearings on petrochemicals lasted about two years and involved the publication of two major reports; one setting out the general principles for nationalisation (published in the summer of 1982) and the other setting out numerical targets (published last winter).

Drafting each report was preceded by an intensive bargaining process during which MITI had to make concessions to the industry on issues such as the price of naphtha and on the introduction of short term production cartels (favoured by the industry but originally opposed by MITI). A final component is the

MITI-sponsored Law concerning special measures for structurally depressed industries which was enacted by the Diet during the summer. The law (the second of its kind) provides for designated industries to form capacity scrapping cartels without being considered to have violated the Anti-Monopoly law. It was drafted by MITI after long and hard consultations with the Fair Trade Commission and is believed to be the only piece of legislation of its kind in the world.

The MITI programme for structurally recessed industries means that Japan's materials processing sector will survive in a diminished but more viable form into the second half of the 80s. It also means that the relative weight in the economy for the "process and assembly" industries that consume basic materials but do not produce them will have greatly increased by the end of the decade.

Since the latter industries are the ones that produce goods for export a side effect of "structural adjustment" in Japanese industry will be a greater than ever dependence on overseas markets for the growth or even the survival of the economy.

Charles Smith

The darker side of structural change

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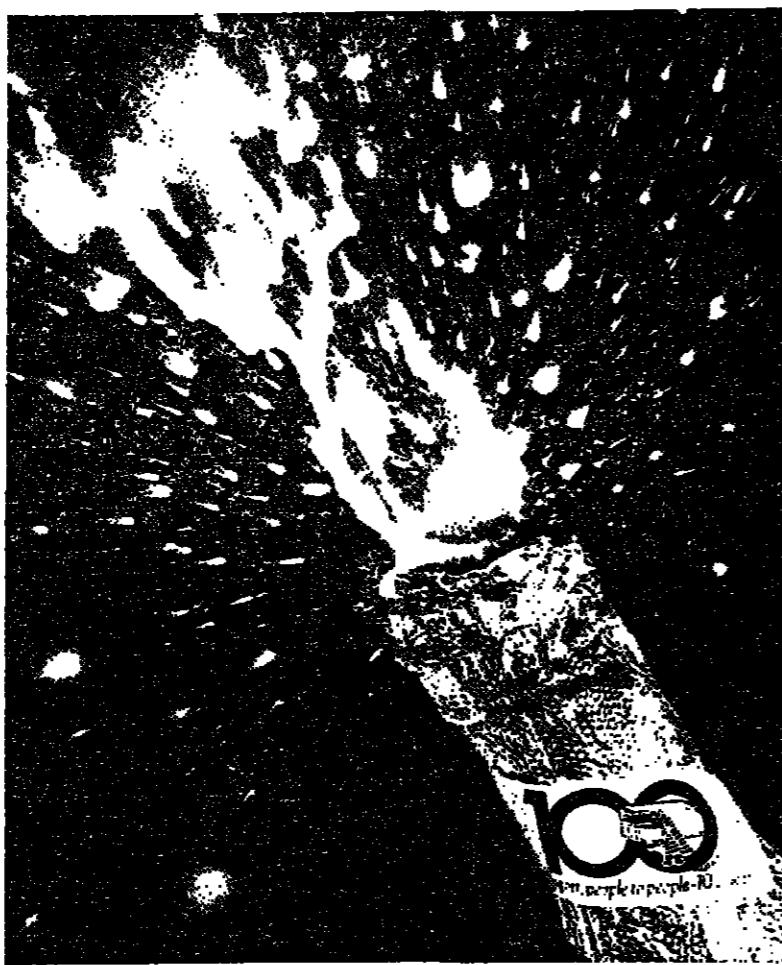
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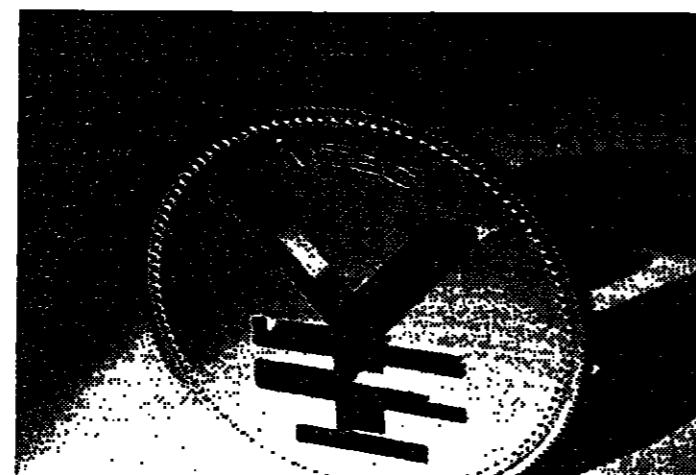
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JAPAN'S CAR PRODUCTION

Daihatsu				Fuji				Hino			
Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total
1979 ... 133,556	232,171	615	366,345	153,841	180,449	224,590	554,880	71,245	5,260	7,563	80,068
1980 ... 158,604	274,981	1,789	432,374	202,038	223,595	425,633	63,003	5,387	7,436	74,386	
1981 ... 147,219	223,625	1,410	472,254	180,451	282,158	472,630	63,058	6,215	6,926	69,276	
1982 ... 127,619	338,479	1,147	464,245	201,388	312,118	513,596	56,436	5,049	6,118	61,445	
Nissan				Suzuki				Toyo Kogyo			
Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total
1979 ... 1,738,946	587,441	11,434	2,337,821	69,798	275,137	344,935	647,001	32,492	1,933	971,431	
1980 ... 1,940,615	678,646	24,791	2,644,052	87,830	380,853	468,683	736,544	379,517	4,555	1,121,016	
1981 ... 1,864,251	688,998	31,039	2,584,288	94,785	484,091	575,876	840,636	321,494	4,454	1,178,606	
1982 ... 1,815,792	574,665	17,277	2,407,734	112,881	489,272	603,153	824,217	282,018	3,690	1,118,164	

Source: Japan Automobile Manufacturers Association.

Record sales in home car market but exports decline

THEY SELL cars door-to-door in Japan, a practice which began about 30 years ago when the automobile industry was growing out of the ruins of war. Dealers began to expand and recruit young salesmen who found that the great buying public believed that if they were going to part with enough money to buy a car then the least the salesman could do was drive round to the house and persuade them.

The tradition is beginning, slowly, to die. Tokyo showrooms are full of youngsters easing themselves in and out of new cars. They form part of a relatively new market in Japan, customers whose preferences for window shopping will no doubt have to be catered for.

Still, about 90 per cent of all cars sold by Japan's dealers—there are roughly 1,800 main dealerships in the country, each of which employs an average of 200 salesmen—change hands on the doorstep. One Toyota salesman set a new record by selling 65 cars last May.

The dealers are awarded their franchises by the manufacturers and it was about a year ago that Nissan, Japan's second biggest producer, noticed that its dealers were coming under severe pressure from rivals working with the industry leader, Toyota. Nissan claims that Toyota's salesmen, spurred by an incentive campaign from the manufacturer, began to undercut them. Nissan salesmen, it appears, found doors increasingly difficult to open.

Nissan believes Toyota is looking for 40 per cent of Japan's car market. "The only way they can achieve that target is by undercutting and the obvious target is us," one Nissan official said.

Toyota certainly improved its sales in Japan last year, by 2 per cent overall, while Nissan's declined by 2.3 per cent. Probably a little too late to affect its share of last year's new registrations. Nissan has begun to fight back. It has also cut prices to dealers, recruited more salesmen, and, because it believes that a lack of new models last year also helped give Toyota an edge in the market, plans to put five new vehicles into showrooms this year.

The increase in production stems in one sense to signal a rediscovery of the domestic market by Japan's automobile industry, which recorded its first ever year-on-year fall in exports last year but found itself making record sales at home.

Domestic sales of vehicles of more than 550 cc rose nearly one per cent to 5.3m units and those below rose 8.5 per cent to 1.3m. Overall home sales totalled 5.28m vehicles, up 2.6 per cent on 1981.

According to one authoritative report, every Japanese manufacturer plans to increase production this year. The companies are trying to resuscitate what once appeared to be an insatiable fascination in the market for new models. They are aware that the cars on Japanese roads are getting older. In 1975 the average car was reckoned to be three years and four months but by last March that had risen to four years and five months.

"Introducing new models is

the industry's way of digging up demand," explains Mr. Toshiro Nakamura, managing director of the Japan Automobile Manufacturers' Association, which accounts for the welter of four-wheel drives, sporty compacts, minibuses, turbos and diesel models that have poured onto the market in the past two years.

This new rash of activity has, it appears, yet to peak despite the confident predictions of analysts just a few months ago that the Japanese car market had reached saturation point.

Mr. Jiro Shigeta, director of the Japan Automobile Dealers' Association, which represents most big dealers, is in no doubt about his explanation for what, superficially at least, appears to be a contradiction. Why the activity in the market is saturated? The manufacturers, he maintains, are producing too many cars.

He fears that some dealers swamped with cars from the manufacturers, may not be able to survive the competition which has, in some market sectors, completely eroded margins. Late last year at least, there was evidence that two-thirds of Japan's dealers were losing money.

Competition is especially sharp in the small, one-line market. In the midget car range (around 500 cc) output is also rising rapidly. Production between January and May

this year was up 12.3 per cent on the same time last year and industry analysts expect that production forecasts of 1.35m midget cars this year to be exceeded by as much as 200,000 units.

Toyota and Nissan are involved with this market only indirectly, through their links with Daihatsu and Fuji Heavy Industries respectively.

The dealers believe they are, at best, breaking even on sales of cars between 1,000 and 1,500 cc, whereas an upmarket saloon like Nissan's Cedric most would clear between 17 per cent and 20 per cent.

It is this disparity, apparently growing, between the profitability of the small market for bigger cars and the attractions of high volume, though infinitely less rewarding, demand for small cars that might yet encourage some restructuring in the industry if manufacturers try to avoid keeping all their fingers in all the pies.

Trade friction

The intense activity at home only partly masks the frustrations felt in the industry about the spread of export frictions. Exports fell last year to 5.5m vehicles from just over 6m in 1981, down 10 per cent in North America, 5.5 per cent in Europe and 12.4 per cent in nearby South East Asia.

The most obvious way around the trade frictions with the West has been either to collaborate with competitors abroad, invest in them, or to manufacture in export markets, and the Japanese appear to have settled for the last two of these three.

Toyota, probably the most coy about manufacturing abroad, finally began tests last year with GM about a \$200m joint venture to build sub-compact cars in California.

In June, Nissan began producing light trucks from a new plant in Tennessee. Nissan also holds a majority stake in Motor Iberia of Spain and is to sell, and possibly produce, Volkswagen cars in Japan. The company is also to begin joint production with Alfa Romeo in Italy and, of course, is currently agonising about whether to build cars in the UK.

Honda, probably the manufacturer most comfortable about going abroad, began producing sub-compact cars in Ohio last November. It has already licensed BL to produce the Triumph Acclaim and is working on a joint development of the XX, with the UK manufacturers.

Most of the manufacturers are also looking for an increase in sales of knockdown kits (KDs), especially in Asia. "Knockdown kits are probably the only development area left for the Japanese car industry," said a Nissan official.

That may be overly pessimistic. Mr. Shigeta, of Jada, believes, for instance, that the domestic market would only begin to stabilise once a new kind of car creates a new kind of demand." It is quite likely that the Japanese are working on it now.

Peter Bruce

Workers from stamp-hut industries, including shipbuilding and steel, are being temporarily seconded to the car makers. Nippon Steel offered workers to Nissan and Isuzu, and Nippon Kisen, the country's second largest steel maker, also sent employees to Nissan. Yamaha, the troubled motorcycle producer, transferred some staff to Toyota.

The increase in production stems in one sense to signal a rediscovery of the domestic market by Japan's automobile industry, which recorded its first ever year-on-year fall in exports last year but found itself making record sales at home.

Domestic sales of vehicles of more than 550 cc rose nearly one per cent to 5.3m units and those below rose 8.5 per cent to 1.3m. Overall home sales totalled 5.28m vehicles, up 2.6 per cent on 1981.

According to one authoritative report, every Japanese manufacturer plans to increase production this year. The companies are trying to resuscitate what once appeared to be an insatiable fascination in the market for new models. They are aware that the cars on Japanese roads are getting older. In 1975 the average car was reckoned to be three years and four months but by last March that had risen to four years and five months.

"Introducing new models is

the industry's way of digging up demand," explains Mr. Toshiro Nakamura, managing director of the Japan Automobile Manufacturers' Association, which accounts for the welter of four-wheel drives, sporty compacts, minibuses, turbos and diesel models that have poured onto the market in the past two years.

This new rash of activity has, it appears, yet to peak despite the confident predictions of analysts just a few months ago that the Japanese car market had reached saturation point.

Mr. Jiro Shigeta, director of the Japan Automobile Dealers' Association, which represents most big dealers, is in no doubt about his explanation for what, superficially at least, appears to be a contradiction. Why the activity in the market is saturated? The manufacturers, he maintains, are producing too many cars.

He fears that some dealers swamped with cars from the manufacturers, may not be able to survive the competition which has, in some market sectors, completely eroded margins. Late last year at least, there was evidence that two-thirds of Japan's dealers were losing money.

Competition is especially sharp in the small, one-line market. In the midget car range (around 500 cc) output is also rising rapidly. Production between January and May

was up 12.3 per cent on the same time last year and industry analysts expect that production forecasts of 1.35m midget cars this year to be exceeded by as much as 200,000 units.

Toyota and Nissan are involved with this market only indirectly, through their links with Daihatsu and Fuji Heavy Industries respectively.

The dealers believe they are, at best, breaking even on sales of cars between 1,000 and 1,500 cc, whereas an upmarket saloon like Nissan's Cedric most would clear between 17 per cent and 20 per cent.

It is this disparity, apparently growing, between the profitability of the small market for bigger cars and the attractions of high volume, though infinitely less rewarding, demand for small cars that might yet encourage some restructuring in the industry if manufacturers try to avoid keeping all their fingers in all the pies.

CONTINUED ON NEXT PAGE

New crisis for shipbuilders

JAPAN'S

INDUSTRY

JAPAN XV

Steel slump forces output to fall again

JAPAN'S MIGHTY steelmakers are taking a close, almost envious, interest in the systematic dissolution of the European steel industry under the guidance of the European Commission.

The envy exists largely because of the relative ease with which their European counterparts seem able to achieve redundancies but Japanese steel producers also seem to be using the European steel crisis to their advantage, a theory that, in the past three or four years, has become very important to them. That a steel industry can trim its sails without losing its capacity to innovate and compete.

Even if the European cutbacks prove beneficial, there is no possibility of the Japanese applying the lesson directly. Japanese steel workers have been promised a lifetime in work. They cannot be laid off.

Because of that fundamental commitment to its workers, Japan's big five steelmakers, Nippon Steel, Nippon Kokan, Sumitomo Metals, Kawasaki Steel, and Kobe Steel, make no effort to diminish the fact that their own difficulties, at present, may be far harder to overcome than those in Europe. At the same time, it is difficult to escape the strong impression that there is a commitment to steel in Japan that is quite without parallel in Europe, or even the U.S.

Hurdle

Japan's steel industry is working now at only 50 per cent of its capacity. Crude steel production dropped below 100m tonnes last year for the first time in 10 years, to 98.5m tonnes from 101.7m tonnes in 1981. The industry expects output to fall again this year, to about 96m tonnes, a far cry from the heavy days of 1973 when production reached a record 119.8m tonnes and plants were working at about 85 per cent of their capacity.

Last year's breach of the 100m tonne mark appears to have taken the industry past an important psychological hurdle. "I think the world has changed for them," said one analyst referring to the steel chiefs. Certainly, the collapse in income in 1982 would have been sufficient to terrify even the most complacent of man-

agers.

Pre-tax profit (before special items) at Nippon Steel, the world's biggest producer, with sales of some 200m tonnes, plummeted 89 per cent to Y14.4bn (\$50.8m). Nippon Kokan (NKK) pre-tax income fell just over 77 per cent to Y16.1bn and Kawasaki Steel's fell 88 per cent to Y8.4bn.

Among the big five producers there were two relative exceptions: Sumitomo Metals and Kobe Steel. At Sumitomo, the world's biggest manufacturer of pipes and tubes, the slump in pre-tax profits was, if it can be called that, to just over 57 per cent, to end at Y45.8bn. Kobe slid a mere 61 per cent, to Y11.8bn.

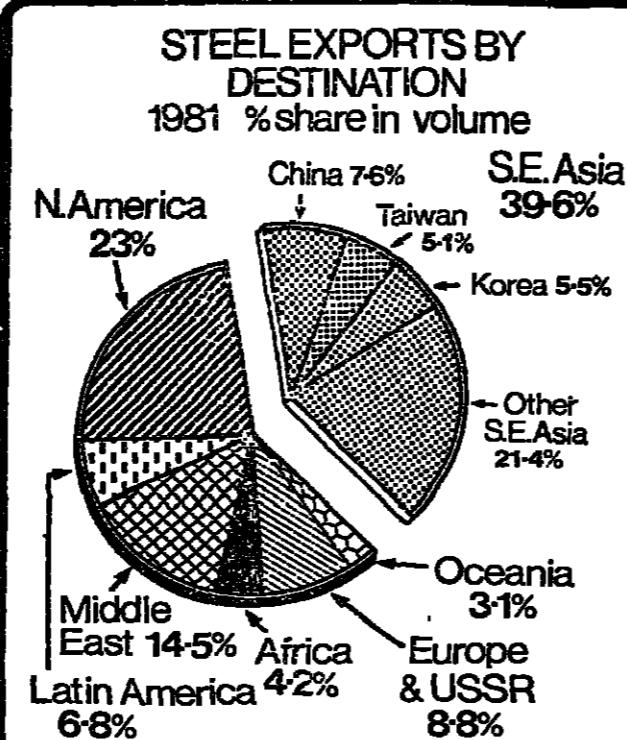
The two steelmakers stand out, however, grimly, because it was the collapse last year of the market for seamless pipe, an extremely tough product used chiefly in energy-related roles, that knocked the industry. As the world's biggest seamless pipe supplier, Sumitomo managed to scrape enough orders to keep its volume looking respectable, a result the other four producers, less experienced in the market, were unable to match.

Kobe Steel makes no seamless pipe at all and while it did not share in the seamless pipe boom of the past couple of years, it completely sidestepped the slump, succumbing instead to a generally weak steel market and losses on its shipbuilding business.

A year ago, a tonne of seamless pipe, on average, would have sold for about \$1,400. Today, following the collapse in world oil prices and dwindling exploration, producers are selling for less than \$600 a tonne, in many cases less than what it costs to produce.

The market collapse has been potentially damaging to Kawasaki Steel, probably Japan's most advanced steelmaker. One senior Kawasaki spokesman described the company's predicament as "dire", not least because the seamless slump has caught Kawasaki in the middle of a massive expansion of seamless pipe capacity at its Chiba works just outside Tokyo.

The product contributed about 60 per cent of Kawasaki's income in 1982 and almost all in 1983. The collapse in income in 1982 would have been sufficient to terrify even of it in the first half of the year. Now Chiba's two mills



CAPITAL INVESTMENTS BY STEEL INDUSTRY AND BY ALL INDUSTRIES (in Yen)

Year	Ordinary steel producers	Special steel producers	Others	Total of the steel industry	All industries	Steel industry percentage
(A)	(B)	(C)	(A+B+C)	(D)	(E)	(F)
1976	1,191.7	40.9	32.0	1,264.6	6,241.4	20.3
1977	634.6	23.1	26.4	684.1	5,725.2	10.2
1978	522.0	24.8	28.8	555.6	5,958.9	7.5
1979	552.0	28.7	24.6	518.2	5,717.7	7.1
1980	516.4	55.1	25.3	606.8	5,757.7	6.2
1981	694.8	63.6	44.1	802.5	10,598.6	7.6
1982	917.3	147.7	27.4	1,092.4	11,811.8	9.2

Note: Investments are on a construction basis.

Source: Industrial Structural Council, MITI

are running at less than 50 per cent of capacity.

But, unlike their counterparts in Europe and the U.S., the reaction of the Japanese to the weakening of their markets, of which last year represents only a culmination, however spectacular, has been to reaffirm their commitment to the industry and not try to get out of it. "Steel is not a declining industry," insists Mr. Torao Okumura, "there is no alternative to it."

Among them, the big five steelmakers are engaged in at least 32 major investment programmes scheduled for completion by 1985 which reflect either their determination to put entirely new products on the market and create demand where there is none, or to modernise facilities to a point where they can absorb fluctuations in the market more comfortably.

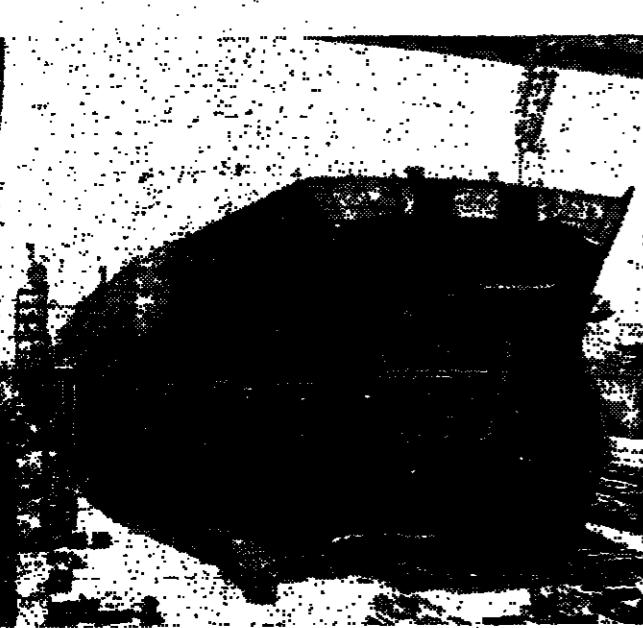
For instance, Nippon Steel is replacing two blast furnaces at its ageing Muroran plant, upgrading two seamless pipe mills at Yawata, and should just have completed a new electro-galvanising line in Nagoya. Kawasaki is upgrading a plate mill, building a continuous chromium cutting line and completing modernisation of the seamless pipe mills at Chiba works and modernising sheet and billet processes at its Minamisuna works.

At its Fukuyama works, NKK is repairing two blast furnaces, upgrading a plate mill and installing a fifth continuous casting machine and at Kethin it is bringing two pipe mills—one seamless and one welded—on stream.

Sumitomo is expanding a blast furnace at Kashima, where it has also just brought a new continuous casting machine into production and is completing a galvanising line. Kobe is repairing a blast furnace and building a continuous caster at Kakogawa works and building a new bar mill at its Kobe works.

However, this activity does not hide the fact that there is too much industrial capacity. Estimated at about 1.5bn tonnes, if all of Japan's 65 blast furnaces were working. Only 39

Peter Bruce



LPG carrier under construction at the Nagasaki yard of Mitsubishi Shipbuilders, a major steel user, are working at only half their capacity.

Shipbuilders

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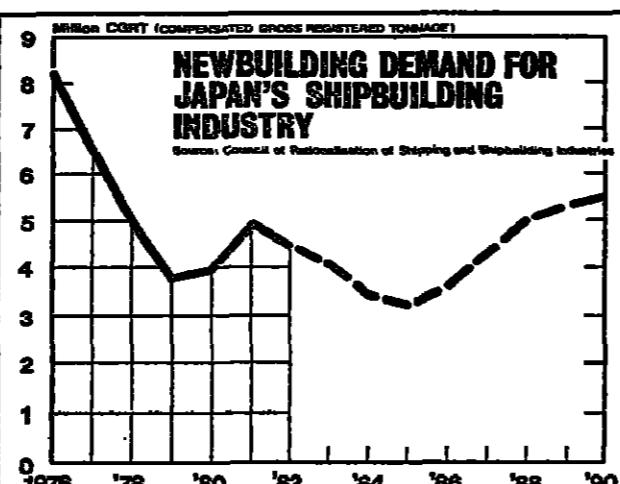
been cut slightly, but the Japanese didn't even bother to compete.

The Koreans, operating with labour costs roughly one-third of the Japanese, doubled their share of world shipbuilding orders to 16 per cent in the first half of 1982 and that share is likely to have grown substantially since then. They now rank second in world market share to Japan, whose share slipped from 49.2 per cent in 1981 to 47 in the first half of last year.

A major problem confronting Japan's shipbuilders, on some of the larger ones at least, is that they are diversified into other heavy industries just as prone to overcapacity as shipbuilding.

That diversification helped at least one major shipbuilder, Ishikawajima-Harima, boost pre-tax profits (before special items) last year to \$37.8m from \$33.1m a year before.

The company, owned by a consortium of 10 companies, including thermal and nuclear power plant, but has conceded that the decline in shipbuilding—which normally accounts for between 20 per cent and 30 per cent of its turnover—will catch up and



squeeze profits this year. At the other end of the scale, however, Nippon Kokan's pre-tax profits, (before special items) plunged 77.1 per cent to \$67.4m last year. Nippon Kokan is also one of Japan's biggest steel makers and lost out in both of its prime sectors.

Not even orders of nearly 100 bulk carriers, chiefly for Japan's Sankei Steamship Company, to 18 Japanese yards have been able to lift the gloom in Japanese shipbuilding circles.

Amid reports that the orders had been accepted at extremely low margins (if any) there are also worries that the orders will serve only to depress future demand for bulk carriers, which have emerged as one of the fastest growing markets in the past three years.

In 1980 bulk carriers accounted for 52 per cent of Japan's new orders. By 1981, that figure had risen to 74 per cent.

While there is little the Japanese can do about the export market, which traditionally accounts for about 80 per cent of their sales, there has been a scramble throughout the shipbuilding industry to cut costs and introduce new technology.

Peter Bruce

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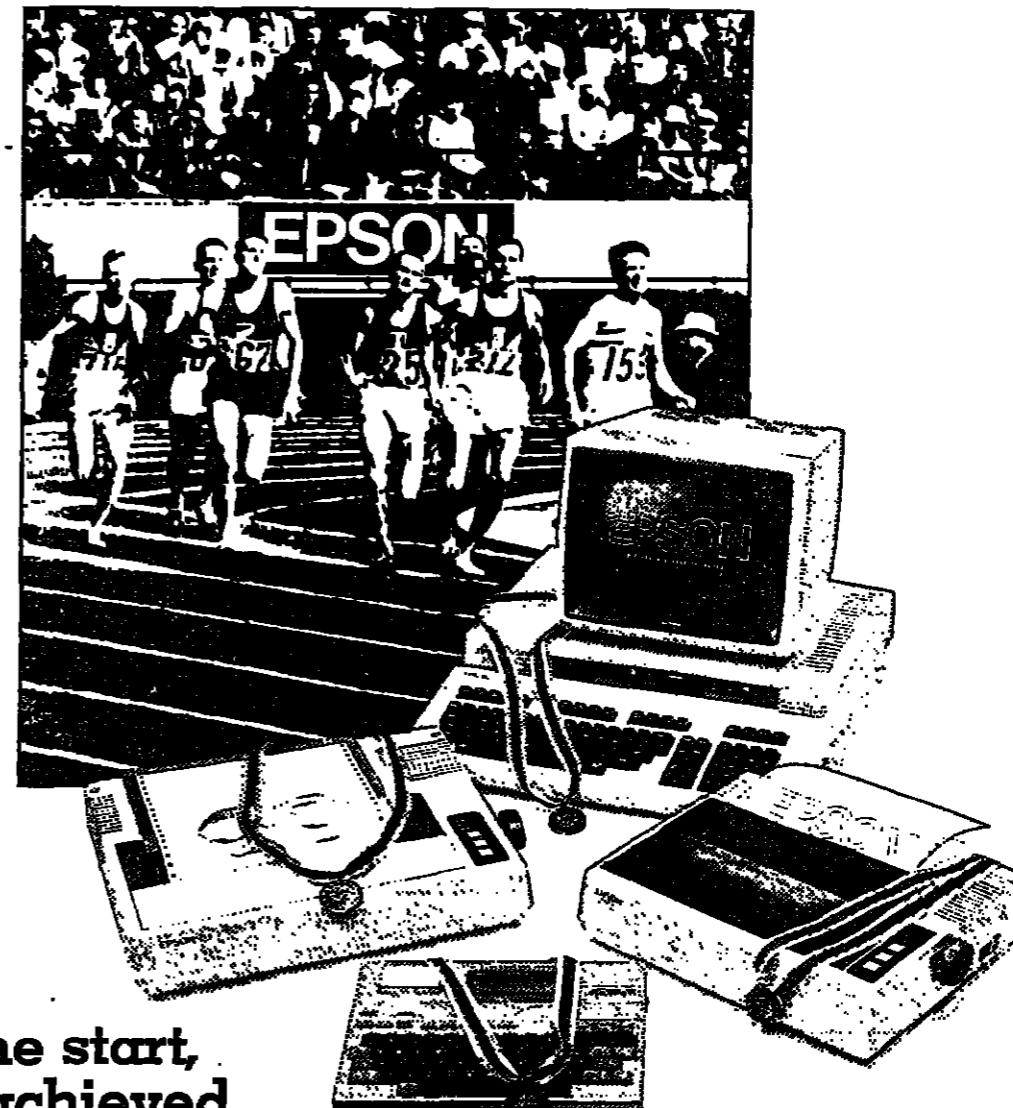
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JAPAN XVI

Europe shortening machine tools lead

FOR YEARS the Japanese have treated Europe's big machine tool exhibitors with polite though increasingly obvious disdain. Japanese manufacturers make a point of attending the exhibitions reinforcing the clubby atmosphere among machine tool builders around the world—but for the past eight years at least there has been little to learn from the European technology on display.

During those years, the Japanese producers became virtually omnipotent in the machine tools market. They took a lead in the production of numerically controlled (NC) and then computer numerically controlled (CNC) machines. And with a domestic market sufficiently large to encourage them, by 1980 they had created, and were servicing, a demand for machines that the Europeans had not even begun to produce competitively.

Between 1979 and 1980, for instance, exports of Japanese NC machine tools to Europe's most powerful producer, West Germany, jumped 71 per cent to Y18.35bn. In the same period exports to the UK rose 55 per cent to Y12.759m; they rose by 236 per cent to France, to Y6.289m; by 319 per cent to Italy, to Y1.066m; by 212 per cent to Belgium, to Y7.655m; by 130 per cent to Sweden, to Y5.456m; and by 242 per cent to Switzerland, to Y2.394m.

Rush

Not even the big U.S. producers escaped the rush by Japanese manufacturers to North America, worth just Y42.020m in 1978, were worth Y158.458m by 1981, with the lowest annual increment during that time being 51 per cent.

In June, however, the Japanese manufacturers returned from the Paris machine tool exhibition expressing open admiration for the European products on display. "The Europeans are working very hard," said Mr Shinshichi Abe, executive director of the Japan Machine Tool Builders' Association. "Their machinery is getting smarter."

The Europeans have learned not a few lessons from their Japanese tormentors. One less obvious point that appears to have been taken is that machine tools need to be marketable, as well as efficient. "Their machines are more colourful than they used to be," Mr Abe

said. And while some

noted. And while some

have drawn aought level with the Japanese highly successful technology on CNC machining centres and lathes, and are trying to produce in the volumes that enabled the Japanese to undercut them by up to 40 per cent on price, they appear not to have been left far behind in the development of flexible manufacturing systems.

Whether that position can be

sustained depends on how

successfully European

producers are able to persuade local industry to invest in

INDUSTRY

JAPAN XVII

Software deficiencies check factory automation growth

FACTORY AUTOMATION (FA) is a puzzling term to many people, as one naturally tends to assume that the presence of automation has been a key characteristic of a "factory" virtually since the term's inception. The contemporary usage, however, refers to the introduction of new features into the design of manufacturing operations, which supplement the "hard automation" of the past and serve to improve the overall efficiency of the factory's operation.

The best known of these additions is probably the industrial robot but equally, if not more, important, is the application of a variety of forms of computer control.

This computer-aided manufacturing (CAM) has several very simple objectives, all of which centre on the attempt to achieve the greatest level of productivity from the minimum amount of installed base.

By use of CAM control the time during which any given machine is standing idle, awaiting the positioning of a workpiece, is reduced to a minimum, and similarly the amount of raw materials which need to be stockpiled is kept very low. Thus the cycle time for the passage from raw materials right through to finished workpiece will be measured in days, rather than in weeks or months, as is usually the case in conventional factories.

Efficient

This reduction of the amount of "work-in-process" allows for a much more efficient operation, and makes possible a high level of control over raw materials purchase and order delivery times.

Taken to its logical conclusion, this trend towards computerisation of operations would facilitate the achievement of a fully-automated, unmanned, manufacturing programme.

However, in most cases the optimum manufacturing configuration will require the retention of a certain amount of hard automation, and also the use of the dexterous skills of human beings.

Additionally, a whole range of new tasks, especially in the fields of monitoring and maintenance, will offer employment opportunities.

It is therefore misleading directly to associate the presence of FA with the loss of jobs, though such concerns are both understandable and healthy. Japan's awareness of the need to placate such fears is perhaps best illustrated by a recent deal struck between the management and workers of Nissan Motor Corporation.

Word processors giving women a bigger role in office life

Automation threat to man at top

WHEN A. F. T. Finnerty, president of Manpower Japan Incorporated, jokingly suggested to a group of visiting company directors recently that, in addition to meeting their requirements for computer and word processor-trained personnel, perhaps his company should run courses on computerised business exclusively for company presidents, the response he received came as quite a shock.

Almost, in chorus, the empanelled directors voiced their concern that they should be allowed to join the first study group. Such incidents reveal the important impact which office automation (O/A) is having in the Japanese business world, and in particular its effect upon the traditional skills required for management.

Large numbers of executive level businessmen are coming to the painful realisation that staff members far more junior than themselves often have a superior grasp of the current state of the company's business activities, and the manner in which it is being directed, simply as a result of their proficiency in the use of the advanced data processing equipment which is increasingly being installed.

The "computer illiteracy" of many senior executives often creates a serious communications gap, fearfully contemplated between them and their better informed subordinates and, though they are at pains to conceal the fact, this often erodes their effectiveness.

Further evidence of this undermining of the traditional forms of office communication comes from the Wako Economic Research Institute, which reports that in the first five months of this year the number of cases of a change of president among companies listed on the Tokyo Stock Exchange reached a record 172.

The reason most often quoted for the change was the inability of the older executives to keep abreast of modern technology.

The problem lies not only in the necessity of having a familiarity with the role of data processing in the area of direct management, but also in understanding the challenges and opportunities available in new high-technology markets.

But while O/A is closing the

This agreement guarantees that in no instance will the introduction of new forms of automation lead to redundancies, and additionally assures that consultations between workers and management will always be held, prior to the introduction of new systems.

Japan's prowess in terms of the number of installed industrial robots, and in the construction of some of the world's most advanced "unmanned factories" has led to the not altogether accurate conception of Japan as a world leader in the automation of its factories.

It would be more accurate to class Japan as one of the world's most enthusiastic experimenters in the field.

The installation of flexible manufacturing systems (FMS)

There are other less obvious benefits. Such FMS systems win over conventional workplaces in terms of their ability to handle machining operations at a continuous pace, and with consistent quality, with "speed" becoming less important than the predictability of the level of product output. FA systems allow the use of moderate machining speeds which enable a reduction in costly tool wear and an increase in accuracy.

The ability, quickly and easily, to "tune" the level of production also has obvious benefits at times of both slack demand, and sudden upturn, or in the field.

A further reason for the trend towards FMS systems comes from the marketplace



Glyn Genia

A supervisor looks on as robots assemble video cassette recorders at Sanyo Electric's Daito City plant

—which incorporate a variety of types of robot, computerised numerical control (CNC) machines, automatic workpiece transporters and some form of total computer control—have made the names of companies such as Famic, Yamazaki and Okuma household words in international engineering circles. Many other companies are taking their lead, and introducing a degree of FMS operation to their plants. But equipment costs, combined with uncertainties over the optimum system for any given manufacturing enterprise, encourage a cautious approach.

The motivations for the spread of FA are plain, however, and might best be summed up in the word "control."

By slimming down the volume of "work-in-process," a manufacturer is able to increase the efficiency of his use of resources, predict with far greater accuracy when work can be completed, and achieve a greater "added value" per employee. Such tight efficiency allows low production costs, high reliability and prompt delivery, and a general boost in competitiveness, which in turn

itself. Customers are now demanding a far wider range of products than ever before, and in ever-smaller batches. This makes conventional forms of hard automation too slow and costly to set up. Success in today's market therefore awaits the manufacturer with the greatest flexibility and adaptability in his operations.

Robots

Famic blazed the original FA trail in Japan in 1980, with its Fuji plant, where 2,000 employees, and computer-controlled operations, are achieving a level of output which normally requires a staff of between 500 and 1,000 employees.

The Fuji factory produces several models of robot electric discharge machines and small machining centres.

At the plant's core are 40 turning centres, and these are supplied with raw workpieces by several battery-operated transporters which move about the factory guided by wires buried in the floor. Loading and unloading of the turning centres is handled by robots, and workpieces are fed into the system on pallets, which are

summed up in the word "control."

Roy Garner

word processors giving women a bigger role in office life

Automation threat to man at top

doors for some, new openings are emerging for others. For women in Japan, office life is normally restricted to a rigid and uninspiring formula which presupposes an early departure from the company for marriage in the mid-20s and rarely includes any important role in the company's activities.

The arrival of O/A, and in particular the word-processor, has suddenly made what women in the office are increasingly recognised as having a far more important role to play than that of the "office flowers" of the past.

In Finnerty's words, O/A has given Japanese women a new level of independence. In the increasingly common situation where it is a woman who is speedily manipulating key information on the company's word-processor, while her boss looks on not even knowing where the switch is, the former walks around "with her nose at least three cm higher," he says.

Zero demand

Finnerty stresses that in data processing work it is skills alone, which now matter, and mental status or age are becoming increasingly irrelevant.

Only two years ago, Manpower Japan Inc. was experiencing virtually zero demand for women with word-processor skills. Demand is now about 25 to 30 women per day, in the Tokyo/Yokohama area, well above the level of 15 women per day completing the company's training programmes, and companies are asking for "ever-increasingly skilled personnel."

Despite new opportunities for women on some fronts, however, O/A is jeopardising their livelihood on another, through the rationalisation of staff levels which more efficient forms of automated office organisation make possible.

A survey of the effects of computerisation upon employment in the electric industry, conducted last October by the All Japan Federation of Electric Machine Workers Unions, found that 57 per cent of a sample of 255 companies had witnessed a drop in the number of employees assigned to computer supported sections. The suspension of new recruitment was also seen as the cause of a sharp drop in the total

number of full-time women workers.

Another study, by the Economic Planning Agency, conducted in January, found that 4.6 per cent of the sample of 1,038 corporations expected a "sizeable cut" in the workforce as a result of O/A introduction, while 63.1 per cent anticipated some decline.

Both studies concluded that workers in their 50s or over were becoming increasingly hard to employ in the new O/A environment and found that the highest number of redundancies were also to be found in this age group.

The July 1983 O/A report by the Nippon Administrative Management Association (NAMA) also alludes to a polarising of employee profile in the O/A field. Of the 2,500 participants at a major O/A convention in Tokyo, no less than 88 per cent were male, while 78.2 per cent were in the age bracket from 1 to 24 years old. One implication which might be drawn from this is that while women are still seen as vital in the operation of the new O/A equipment, the choice of that equipment remains a male prerogative.

According to a Nippon Administrative Management Association survey in April, the most widely utilised O/A products are public-line facsimiles (77.1 per cent of all respondents), personal computers (67.3 per cent, with an average of 14.4 machines deployed), Japanese word-processors (57.9 per cent) and VTRs (54.7 per cent, with an average of 27.6 units). The NAMA study received replies from 392 medium and large companies across Japan; 56.6 per cent of respondents said they expected to complete their final or ideal system of O/A in the period 1988-1990, against only 5.4 per cent who felt this would be achieved by 1985.

Local Area Networks (LANs) or on-line systems with host computers were widely seen as the ideal O/A system. LANs were especially popular in the personnel or labour departments, while business and sales departments overwhelmingly favoured on-line systems. Less than a fifth of companies (15.8 per cent) planned teleconferencing between main and branch offices, and a tiny 1.17 per cent envisaged the use

of international teleconferencing. Voice-message systems also seemed to be slow in catching on, with 32.9 per cent saying they had no plans at present for their introduction.

NAMA's chief researcher, Norikazu Shinohara, suggests that considerable differences are evident between patterns of O/A in large organisations, and those of smaller concerns, with fewer than 100 employees.

In the former group Shinohara foresees a growth in the large scale EDP departments from around a third of the workforce now, to approximately 50 per cent in the future. Another 25 per cent would handle some small-scale equipment in their work, while a quarter might handle only non-computerised tasks.

In the smaller companies, however, only a fifth of the staff will work manually, the EDP departments will shrink from a half to two-fifths of the total, and the remaining two-fifths of the work force will increasingly function in an automated environment.

Despite Japan's reputation as a high-technology development, the automation of the office is still well behind the level achieved in the U.S.

Complex

The central problems are a continuing lack of attention to office ergonomics, the Japanese penchant for communicating by hand-written messages (which largely explain the popularity of the facsimile unit), and in lengthy meetings, and the continuing paucity of software able to handle the complex Japanese script and to make automated office work accessible to unskilled staff.

But one problem the Japanese should not face is a shortage of hardware. The Japan Office Machinery Industry Association anticipates the growth of O/A equipment sales will average 30 per cent or above per year, and estimates total sales value will reach Y1.500bn by 1985.

A Labour Ministry study released in August recommended that in face of the changes being brought about in the Japanese office world, shorter working hours should be introduced and more training opportunities provided to allow an easier relocation of workers, where it becomes necessary.

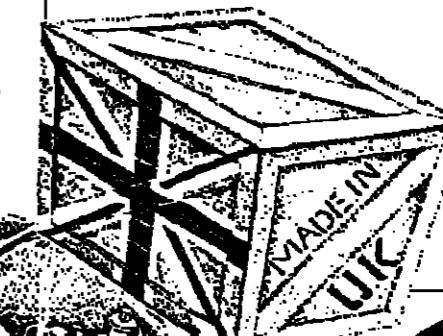
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State in drive to reverse drugs trade deficit

TOSEIHIKO HASEGAWA is political lobbies, a situation which has marginally softened since recent leadership changes at the top of the Japanese Medical Association. "In this case, the weaker has been forced on the back of a complex but systematic web of drug development and pricing that has been largely responsible for a 400 per cent rise in Japan's medical bill since 1971 to an estimated \$60bn last year.

Although Western medicines were introduced into Japan round about the time of the Meiji Restoration in 1868, and despite a diverse import culture, it is only since World War I, Japan's pharmaceutical industry really took off in the 'sixties, with the introduction of a fully fledged national health insurance system.

Doctors were probably the most highly paid professional group in Japan. Until recently they formed one of the most powerful

"Rising real incomes would have caused a tendency for expenditure on health to rise in any event," says one industry source. "But this was accentuated by the new national health insurance system. It has encouraged the prescribing of the more expensive ethical drugs while insulating the patient from the real cost of treatment."

In 1981 more than 50 per cent of drugs consumed in Japan were sold "over the counter" (OTC). Just 10 per cent share of the market is OTC, whether it is estimated to around 14 per cent. The losses have been to ethical drugs which are now being prescribed at such a rate that the Government, which paid out some

\$16bn on ethical drug consumption alone last year, is now desperately trying to claw back some of the deficit.

Part of the problem the Government faces is of the state's own making. Japan's pharmaceutical industry is highly fragmented. The 10 biggest producers hold less than 40 per cent of the market, with the rest shared among another 1,800. They are being joined constantly by new competition encouraged by the fact that if one develops a new drug the system virtually guarantees there's a better price than existing competition. For the time involved in developing new drugs but also because the costs involved in marketing a new drug are so large (and not tax deductible) as to inhibit the growth of any one manufacturer's product range.

The industry is also relatively slow to enter. There are about 283 companies producing ethical drugs, most of which have made their way by manufacturing generic compounds copied or licensed from Europe and the U.S., on which the margins are much smaller than what might be available on a unique development.

The Government therefore finds itself having to tread carefully to avoid damaging the profitability of the companies most deeply involved in original research and development. It is these producers that the authorities want to see grow and spearhead Japan's efforts to become a major exporter of drugs.

Over the past few years the Government has actually discriminated in favour of the R & D companies. Patent laws have been changed to protect products and not processes. Previously even a minor change in the process of manufacturing a compound qualified a company for higher prices.

The change in emphasis appears to be proving effective. Authoritative research shows that some 20 per cent of the drugs under development in the world now originate in Japan. In 1978 the Japanese share was roughly 10 per cent.

Securities analysts estimate that manufacturers, on average, sell ethical drugs at around 65 per cent of the market reimbursement price. Wholesalers, who are often by-passed in the distribution system, take another 10 per cent, with the rest going to physicians or institutions.

The Government has tried approaching the inevitable, though not wholly deliberate, alliance between manufacturers and the medical profession from both sides. Reimbursement prices are now regularly revised, mostly downwards. In

1981 a dramatic 19.6 per cent price cut was imposed on 12,881

ethical drugs.

The demand side is also under attack. In February nominal charges for prescriptions were introduced for elderly patients and these are likely to grow. Since 1979, new income tax provisions for doctors, which put their allowances on a sliding scale, have been in operation.

The most obvious risks involved in trying to hold down prices in this way, Japanese drug manufacturers are relatively small—partly because of the time involved in developing new drugs but also because the costs involved in marketing a new drug are so large (and not tax deductible) as to inhibit the growth of any one manufacturer's product range.

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AGRICULTURE



Farmer feeding a cow with beer to produce highly-prized Wadakin beef, shown (right) on sale in a Matsusaka butcher's shop—at up to £35 a pound. Glyn Gamm

JAPAN XIX



Farming: arguments against reform

ANY ANALYSIS of Japan's agriculture instantly becomes a labyrinth of contradictions. On paper, the farm sector appears an almost textbook case of inefficiency and protection, as frustrated foreign governments, led by the U.S., never tire of arguing. Yet, inside Japan, there is something very close to a national consensus that, no matter how subsidised and expensive its products, farming serves an economic, social and political purpose that militates against radical reform.

Deceptive

Interestingly, though the overall picture is patchy, agriculture is currently doing rather better than in recent years. The midsummer outlook from the Ministry of Agriculture, Forestry and Fisheries projects a 5 per cent increase in farm income in the current fiscal year, compared with a drop of just 1 per cent in 1982 compared with 1981.

A major factor is an estimated 7 per cent growth in rice production, designed by the Government to compensate for the poor harvest of 1982.

Last winter, there was even a small and probably illusory increase in the number of farmers in Japan, though this seems to have been as much a result of the recession in industry as any rediscovery of the lure of the land. According to the Ministry, the number of farm households at the start of this year stood at 4.52m, 46,000 fewer than a year earlier, while the total agricultural workforce amounted to 6.49m.

Neither numbers, which are going down in any case, nor income can explain how it is that Japanese farmers enjoy such a remarkably congenial relationship not only with the national government but even with society as a whole.

In part the secret is political: the Japanese electoral system, largely unreformed in the past 40 years, gives undue weight to the rural vote (a successful candidate in an urban district may need six times the votes required in the countryside). No political party has cultivated the rural vote more effectively than the conservative Liberal Democratic Party, which has enjoyed power for the best part of those 40 years.

Thus, in a revealing little incident this year, the government tried to hold the price of rice steady, as farmers leaned a little and the government gave, authorising a 1.75 per cent rise in the producer price.

It so happens that the price of rice is roughly four times the world level (the Japanese are also consuming less of it). A wide range of agricultural produce in Japan, though of high quality, is extremely expensive by international standards, something which an increasingly sophisticated Japanese consumer is perfectly aware of.

Yet the consumers do not demand cheaper foreign produce. Surveys suggest that 80 per cent of Japanese do not mind paying higher prices if it means that national security of food supply can be guaranteed—and this is an integral part of

farm household last year earned ¥8m (\$25,000), compared with ¥4.7m in wage earning households.

Government policy. Additionally, many Japanese have their roots—which they treasure—in the countryside. Preserving the small family operation (average size a little over one hectare, average livestock 5.5 head of cattle) matters.

It is also true that the yield-per-hectare basis Japanese farming is productive. The country's terrain, the northern island of Hokkaido excepted, also militates against large-scale farming. Farming as traditionally and currently practised, is labour intensive, unlike its ultra-efficient American counterpart, and thus an invaluable employment-creating mechanism in a nation which prefers to see people in work.

Thus it seems that Japan is prepared to bear the cost of keeping agriculture as it is, regardless of the drain on the national budget and regardless of the increasing pressures for liberalised imports from outside, principally the U.S.

Demand

This does not mean that the Japanese price of rice is roughly four times the world level (the Japanese are also consuming less of it). A wide range of agricultural produce in Japan, though of high quality, is extremely expensive by international standards, something which an increasingly sophisticated Japanese consumer is perfectly aware of.

As it stands, the official government blueprint for agricultural development in the 1980s calls for enhanced productivity, preservation of farm incomes and the maintenance of food self-sufficiency at current levels. This is a recipe for retaining the status quo and there do not seem to be many in Japan who wish it otherwise.

Jurek Martin

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Biotechnology effort

CONTINUED FROM PREVIOUS PAGE

Kyowa's prowess in the pharmaceutical field dates back to 1956, when its researchers brought forth a bacteria capable of producing L-Glutamic acid, a fundamental requirement in the production of antibiotics, enzymes and amino acids.

In the latter field a further advance came when Kyowa discovered a way to produce one of the most important amino acids, L-Lysine, through a fermentation process. Amino-acid production is also the forte of Ajinomoto, a company which led the way in production of the nitrogenous organic compounds by a genetic engineering technique which centres on cell-fusion.

Suntory, best known for its whiskies, is also gaining a name in the biotech race, which it entered seriously only three years ago. The company now has more than 120 specialists in its research lab—most of whom are hastily-recruited refugees from venture businesses abroad, where they previously had to go to find work—working on genetics, cell immunology and plant molecular biology.

Suntory's progress is reflected in a deal it signed in June this year with Biogen, N.V. of the Netherlands, under which Suntory will exchange its gene insertion techniques for Biogen's TNF (tumor necrosis factor), an anti-cancer sugar protein.

International exchanges, in fact, are likely to be a strong characteristic of the biotech business, since Japan has many skills, especially in the fermentation area, much sought after abroad, while the country as a whole still lags as much as four or five years behind its overseas competitors in biotech generally, and is thus very willing to import the technology necessary to "seed" research ventures.

Of the over 200 companies engaged in biotech (according to MITI figures), probably the most generally well known at present is the Hayashihara Bi-chemical Laboratories, where work on the production of the much sought-after anti-cancer drugs Interferon and carcinogen-breaking factor (CBF) is under way in a new research centre

Roy Garner

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The visitor is soon made to feel at home by the hospitality of his hosts

Much to savour in a friendly land

MANY BUSINESS visitors to Japan will find their working and social time pretty well monopolised by their Japanese counterparts, who can be indefatigable hosts. But whether under guidance or viewing on one's own, the visitor should not be deceived by the country and its surface barriers of an impenetrable language and strange mores. Japan rewards the patient explorer. What follows is a personal handbook of assorted tips for getting along and getting around.

Arriving

It is a great pity that, having flown many hours to get to Tokyo, the traveller must be resigned to at least two more before reaching a final destination. Narita Airport is the soul of efficiency (baggage pickup and customs and immigration clearance can be accomplished in 30 minutes) but it is 45 miles from the capital. Being met by car is nice, but traffic approaching Tokyo can be appalling; a taxi can cost Y15,000 (\$60) and be similarly subject to congestion.

Best bet is the airport bus (\$2.500) which leaves directly from the terminal and is so advantageous if travelling with heavy luggage. Most buses go to Tokyo City Air Terminal in east-central Tokyo, from which a taxi must be taken; some go directly to the major hotels.

A cheaper alternative, faster if road traffic is bad, is the Skyliner train (\$1,500), requiring a five-minute bus ride to the station and a one-hour ride to Keisei Ueno Station in north-central Tokyo, then a taxi.

Don't cut departures too fine, what with travelling time to Narita and rigorous security checks at the airport. Narita has above average duty-free shopping and, by international standards, definitely superior restaurants.

Where to stay

Tokyo, and most of the major cities, have sufficient

top-quality modern hotels, though occupancy rates are high. Good rooms will run to \$100 and more per night. There cannot be many better hotels in the world than the Okura, whose understated elegance and service exquisitely tailored to the business visitor's needs, are a 24-carat delight (its sushi bar, though not cheap, is not to be missed).

Other ranking hotels include the Imperial, no longer the Frank Lloyd Wright gem, but whether under guidance or viewing on one's own, the visitor should not be deceived by the country and its surface barriers of an impenetrable language and strange mores. Japan rewards the patient explorer. What follows is a personal handbook of assorted tips for getting along and getting around.

Getting around

This will often be done in one of the large black limousines (one called, believe it or not, a Cedric) of which Japanese companies appear to have a limitless supply. Taxis are ubiquitous, except for 11.30 to 12 at night when bar patrons and hostesses are rushing to catch the last trains home to the suburbs.

Two red dots on the left of the windscreen means a taxi is free; two green ones that it is occupied. Rates are a little on the high side, but remember there is no tip. If unsure of the exact destination, ask the driver to write instructions in Japanese to give to the paces.

The New Otani is the biggest hotel in Asia (2,100 rooms) and sometimes oppressively crowded, though its restaurants are good and its traditional Japanese garden lovely.

Lower down the scale are countless more modest establishments and more typical Japanese businessmen's hotels, in which rooms do not permit catswinging.

The Fairmont, near the Yasukuni Shrine, is slightly scruffy, but comfortable and incomparably located for cherry blossom viewing. The Diamond, next to the British Embassy, is reckoned functional and convenient. Rooms in the Y10,000 range.

If travelling outside big cities, a visit to a ryokan, classic Japanese inn, is worthwhile. Charges, which include traditional baths and meals served in the tatami-matted room in which you sleep, are generally per person and can easily exceed Y15,000 in a quality ryokan or be as low as Y2,000-Y3,000 in a humble minshuku (where many people may share a room).

The bigger hotels are excellent places for people-watching. This is especially so at the height of the wedding seasons in spring and autumn when lobbies are wall-to-wall with guests in the most elaborate

kimonos. It also needs repeating that the service in Japanese hotels is, by Western standards at any rate, greatly superior. There simply are no endless waits for room service at peak ordering periods—no small mercy.

Eating out

This entire survey could easily have been devoted to this topic alone, perhaps indeed it should have been. Simply to save space, we will ignore all Western food, except to say that the Japanese are excellent at adapting to the form but not always the substance of foreign cooking.

The more robust Chinese

and Korean (both branches of

and in Akasaka and Roppongi

are excellent) and one Thai

hole-in-the-wall (the Chiang Mai in Yurakucho) that truly opens the pores.

Tokyo's Tube system is among the best in the world.

It is cheap (Y100-Y120 goes

a long way), clean, safe, a

a bit crowded, and increasingly

comprehensible to the foreigner, with the addition of many new signs in English or "romaji".

The only snag is that most

stations have many exits, and

choosing the wrong one can lead

to a long walk. They also have

many, many stairs.

The visitor's eating plans may depend largely on whether or not the Japanese business contact is playing host. Partly for reasons of face, partly out of conviction, many Japanese will express surprise if the guest shows a preference for Japanese cuisine.

This can mean that unless the foreigner makes his

wishes known, he may end up in a Western restaurant (which

secretly the Japanese want

sometimes because they can

tuck into a good steak).

But, assuming this ritualistic

hurdle is overcome, it is then

wise simply to put yourself into the hands of the host who, in Tokyo, a city of at least 350,000 restaurants, will know places that the casual visitor cannot.

The range, and cost, can be

enormous. An evening at Fukudaya—a temple of traditional elegance much beloved of the current Prime Minister tucked away next to the new

Akasaka Prince hotel, can

rental simply not worth it, because of the prevailing traffic congestion, not to mention frequent costly tolls and map and sign reading problems. It is one of the sturdiest paradoxes of Japan that it produces some of the best cars in the world but has one of the world's worst road systems; what ought to be an hour's run to a beach outside Tokyo has been known to take

five hours. The best Japanese scene—run to a head and will be memorable.

However, equally exquisite Japanese food can be had for a lot less. Many of the restaurants are deceptively inexpensive, insignificant from the outside, small, perhaps running to no more than a counter, inside. Some will have traditional tatami rooms for private dining, but again be spare almost to the point of austerity.

Do not feel slighted for what

the best Japanese establishments lack in dock wallpaper, plush banquets, crockery and napery they more than make up for in the freshness, quality and presentation of the food. And the Japanese do know about their food; if a business contact suggests such and such a restaurant because it has the freshest in-season bamboo shoots or a mushroom that grows only for five weeks a year on a south-west facing slope in a distant prefecture, don't be quibbling; he knows and you will be honoured and delighted.

Some recommendations (a

personal, random and hopelessly incomplete list):

Buddhist (vegetarian)—Close

to the best and certainly the most imaginatively and beautifully presented meal yet consumed in Japan was found at Muroya, round the corner from the American embassy in Azabu. A new establishment, recently opened, 12 courses, and street wonderland at the end

of the road; the chef was either meat or fish; a genuine experience. The

owner/chef worked in Italy and speaks good Italian; if explanations are required; not cheap.

Sushi/sashimi (raw fish)—Almost any of the tiny places in Tsukiji, the fish market

district but a 10 minute walk from the heart of Ginza. Go early, most are closed by 8 pm.

The sushi bar in the lower

level of the Okura Hotel.

Tempura (fish and veg in batter)—Hayashi, tiny place in Nihombashi, closes early.

Vohsin, round the corner from the Roi Building, a Roppongi landmark, Hisago, with

branches in Akasaka, near

Tokyo Tower, and round the corner from my house in Hira

kawachi.

Sukiyaki/shabu-shabu (thinly-sliced beef cooked in broth)—Zakari, opposite front gate of U.S. Embassy, roomy, good

quality and service. The same

owner also operates Shabu, in the basement under the south-east corner of the Ginza crossing. Nobby, cherry and

exceptionally good value.

Soba/nudeln (noodles)—The

best Sunday lunch in Tokyo, for food and people watching, is to

be had at Yabu-ya in Kanda, the book district; very traditional.

Notice the exquisite public behaviour of children

out for a treat with well-heeled, Japanese parents. The food is

delicious, in very attractive

surroundings; expect to wait, but not long.

Soba and Udon places, to be

found at every corner, probably

offer the best value for money.

Y600 can buy a big lunch.

Vakitoru (charcoal grilled

meat and veg, on a stick)—

Nanban-ji is an excellent chain, with lively branches in Roppongi and Shibuya and elsewhere.

Good value set menu. Hayashi, in Nishi-ginza, near the Kabukiza, is do-it-yourself round an

open fire and a lot of fun, though not in hot weather.

Another branch, in Akasaka, is

smarter and offers sensational

thinly-sliced duck breasts.

Daimatsu-ya, in Ginza, is in at

least the same league.

Fish, etc.—Restaurants which

do well often duplicate themselves. Neboko, whose cuisine

derives from the southern

island of Kyushu, has a catholic

menu, but excels in assorted

fish dishes. Try the tuna, served

essentially raw, but seared briefly over charcoal fire, with, unusually for Japan, a

garlic-vidalia sauce. The Sun-

buya branch is first rate.

There is an excellent kabaya (eel) cafe in the basement

of the New Otani hotel. Totoya

Vashin in Akasaka is a classic,

small Japanese fish restaurant

of impeccable quality. Sitting

at the counter and observing

the art of the well-prepared

Japanese chef is best.

Receptions

These are very much a Japanese corporate institution and tend to replace the bibulous Western working lunch.

It is important to remember that

there will normally be speeches

early in the proceedings, before

which it is generally considered

impolite to attack the groaning

board of hors d'oeuvres and

several rounds of sake.

Again, appearances can be

deceptive. The clubs probably

will be small, artificially plush,

with a lot of young hostesses,

almost invariably there strictly

for the conversation and cheery

entertainment they provide at

the table, not elsewhere. More

and more often there will be a

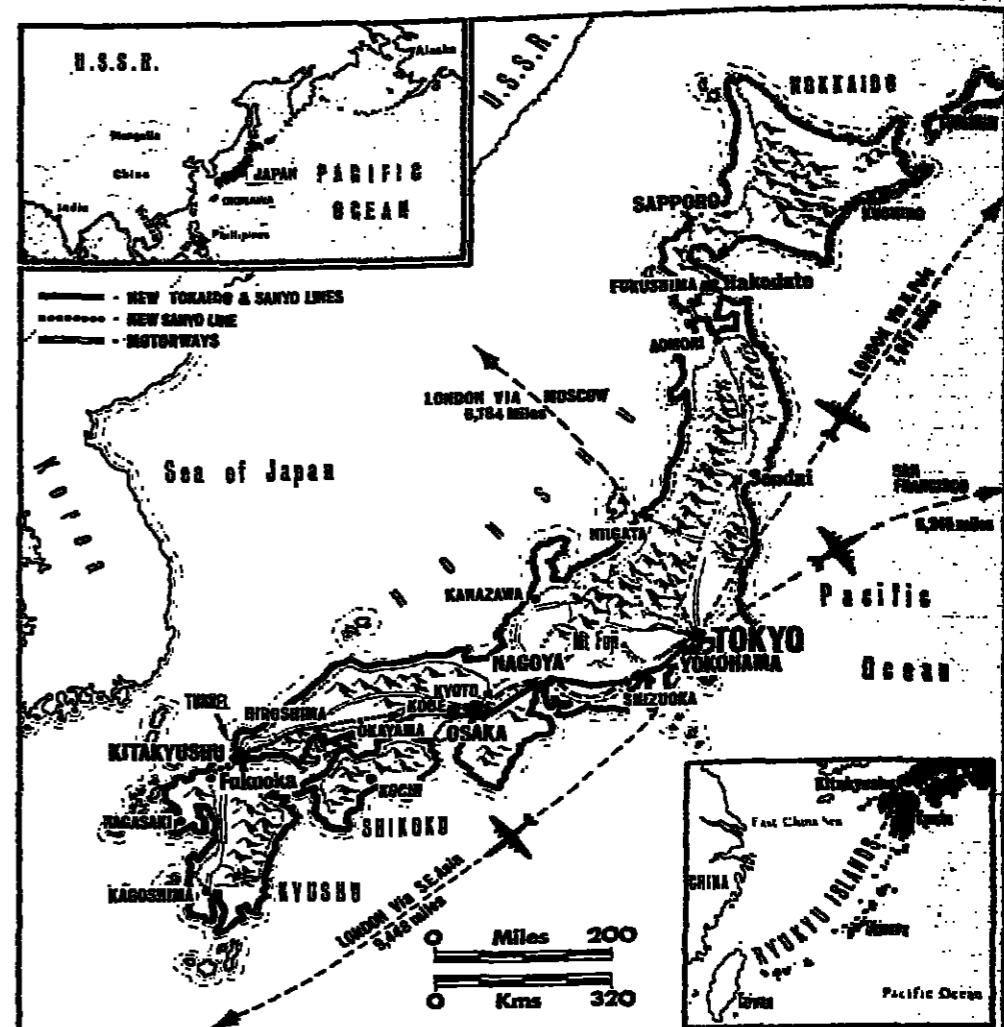
a karaoke machine, which pro-

vides the background music for

singing. This is becoming a

national vocation (Japanese

men do have rather nice light



Tokyo Tower, and round the corner from my house in Hira

kawachi.

Sukiyaki/shabu-shabu (thinly-sliced beef cooked in broth)—

Zakari, opposite front gate of U.S. Embassy, roomy, good

quality and service. The same

owner also operates Shabu, in the basement under the south-east corner of the Ginza crossing.

Other delicacies. Formalities

over, however, it is advisable

to grab a plate and fill it early,

for focus cannot compare with

a hungry Japanese executive.

Business conversations may